



CITIZEN SURVEY RESULTS LONGVIEW POLICE DEPARTMENT

**FINAL REPORT
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EXECUTIVE SUMMARY

The Longview Police Department (LPD) contracted with the University of North Texas (UNT) for the development, distribution, and analysis of a citizen survey. The survey was designed to measure the level of perceived severity of crime problems in Longview, citizen satisfaction with the LPD, fear of crime of residents, and awareness of police programs. A probability sample stratified by beat with probability of selection proportionate to size of the beat population was used in this study. This sampling protocol gave Longview residents an equal and known probability of selection. A sample size of 3,500 was selected for this study. LPD personnel, in consultation with the UNT research team, randomly selected the addresses from a list of all residential addresses in the City of Longview. The UNT research team received 416 completed surveys for a response rate of 11.91%. General citizen surveys typically achieve a response rate between 10-15%. Therefore, the response rate achieved in this study is within the parameters established by other citizen surveys. The research project was approved by the Institutional Review Board of the University of North Texas ensuring the protection of human subjects.

The first section of the survey was designed to measure the perceived severity of 18 crime problems in the City of Longview. The top five crime problems in the City of Longview, as identified by the survey respondents, are presented below.

- Drug Sales – 38.2% of respondents identified as “Major Problem”
- Speeding/Reckless Driving – 30.8% of respondents identified as “Major Problem”
- Drinking and Driving – 27.6% of respondents identified as “Major Problem”
- Red Light Running – 26.6% of respondents identified as “Major Problem”
- Domestic Violence – 19.9% of respondents identified as “Major Problem”

Respondents were also asked “Which of the problems listed above do you believe the police should place the highest priority on in Longview?” The problems included the same 18 crime problems covered in the first section of the survey. Respondents were asked to identify their top three priorities. Respondents were most likely to identify the following problems as one of the top three priorities for Longview PD.

- Drug Sales
- Drinking and Driving
- Speeding/Reckless Driving
- Violent Crime
- Domestic Violence

The question is different than the problem identification question initially presented. The priorities for LPD, not the severity of the problem in Longview, are identified with the question. An activity does not have to be a major problem in the city in order for citizens to recognize that it should be a high priority for LPD. For example, violent crime was not a highly rated problem by survey respondents. However, violent crime is a high rated priority for LPD as determined by the survey respondents.

Despite this exception, there is significant congruence between the results of the problem identification and priority identification questions. Four of the five activities most commonly identified by respondents as a major problem are also identified in the top 5 priorities for LPD: drug sales, drinking and driving, speeding/reckless driving, and family violence. According to the responses, narcotics enforcement, traffic enforcement, and violent crime investigation should be the top priorities for LPD.

The second section of the survey was designed to measure the level of satisfaction with the Longview Police Department (LPD). Specifically, the questions asked about the overall satisfaction of citizens, the quality of police services, and the level of support for several performance indicators. A significant majority of citizens are quite satisfied with LPD. Overall, 25.1% of the respondents are very satisfied, while 50.7% are satisfied. As expected, a small percentage of respondents are not satisfied with LPD; 5.2% of the respondents are dissatisfied while 3.2% are very dissatisfied with LPD. As any police agency with law enforcement responsibilities, some interactions with citizens are confrontational and coercive, so it is expected that a small percentage of respondents will not be satisfied with the services provided by LPD.

The third section of the survey was designed to measure the level of fear of crime among respondents. Specifically, the questions asked about the overall fear of crime of respondents as well as their perception of safety by location. The first question in the section asked, "How safe do you feel in the City of Longview," with response choices of "very safe," "somewhat safe," "somewhat unsafe," and "very unsafe." Overall, 94% of the respondents feel safe (59%) or very safe (35%) in the City of Longview. A small percentage of respondents feel somewhat unsafe (5%) while an even smaller percentage feel very unsafe (1%).

The fourth section of the survey was designed to measure LPD performance based on the respondents who have had contact with an LPD officer in the past year. The initial screening question in this section asked, "Within the past 12 months, have you had any contact with a police officer from the Longview Police Department?" Overall, 57% of the respondents answered affirmatively and were asked subsequent questions about the performance of the officer. A significant majority of the respondents felt the officer was professional, helpful, knowledgeable, well-trained, made the citizen feel comfortable, and responded in a timely manner.

The Longview Police Department provides several community programs and activities to Longview residents. The fifth section of the survey was designed to measure the level of awareness and participation in these programs by the survey respondents. Specifically, the questions asked about whether the respondent was aware of and/or participated in a list of 15 LPD programs and activities. The most well-known programs/activities are:

- Neighborhood crime watch - 62.4% of respondents aware of program;
- Citizens on patrol - 59.5% of respondents aware of program;
- Child identification - 46.0% of respondents aware of program;
- Women's handgun safety class - 45.6% of respondents aware of program;
- Ride-along program - 43.2% of respondents aware of program.

The sixth section of the survey was designed to measure the level of awareness and participation in Partners in Prevention events by the survey respondents. Respondents were initially asked, "Are you familiar with Partners in Prevention?" Overall, 35% of the respondents were familiar with Partners in Prevention. Respondents familiar with Partners in Prevention were most likely to have attended or participated in the multicultural festival, mentoring, unity awards luncheon, Texans Against Crime, and the race relations committee.

INTRODUCTION

The Longview Police Department (LPD) contracted with the University of North Texas (UNT) for the development, distribution, and analysis of a citizen survey. The survey was developed in collaboration with the LPD command staff. The survey was designed to measure the level of perceived severity of crime problems in Longview, citizen satisfaction with the LPD, fear of crime of residents, and awareness of police programs. The survey was constructed with questions used in prior police/citizen surveys and items specifically constructed for this survey. The survey is included in Appendix A.

A probability sample stratified by beat with probability of selection proportionate to size of the beat population was used in this study. This sampling protocol gave Longview residents an equal and known probability of selection. Table 1 shows the proportionate sample size selected by beat.

Table 1 – Sample Size by Beat

Beat	Population	Proportion of Population	Sample Size for Study
10	17,398	0.21682	759
20	16,013	0.19956	698
30	14,911	0.18583	650
40	12,304	0.15334	537
50	9,949	0.12399	434
60	9,665	0.12045	422
	Total Population 80,240		Total Sample - 3,500

A sample size of 3,500 was selected for this study. LPD personnel, in consultation with the UNT research team, randomly selected the addresses from a list of all residential addresses in the City of Longview. Of the 3,500 surveys mailed to Longview residents, only 6 were undeliverable, which is an indication of the quality of the sampling frame used by LPD personnel to draw the sample. The UNT research team received 416 completed surveys for a response rate of 11.91%. General citizen surveys typically achieve a response rate between 10-15%. Therefore, the response rate achieved in this study is within the parameters established by other citizen surveys. The research project was approved by the Institutional Review Board of the University of North Texas ensuring the protection of human subjects.

SECTION I: PROBLEM IDENTIFICATION

The first section of the survey was designed to measure the perceived severity of various crime problems in the City of Longview. Specifically, the Longview Police Department (LPD) Citizen Survey asked respondents “How much of a problem the below activities are in the City of Longview?”

- Business Burglary
- Car Theft
- Domestic/Family Violence
- Drinking and Driving
- Drinking in Public
- Drug Sales (on street or in drug houses)
- Gangs
- Home Burglary
- Identity Theft
- Law Violations in City Parks
- Loud Music/Parties
- Prostitution
- Public Drug Use
- Red Light Running
- Speeding Vehicles or Reckless Driving
- Vandalism
- Vehicle Burglary
- Violent Crime (e.g., assault, robbery)

The response choices included “no problem,” “minor problem,” “problem,” and “major problem.” For the purposes of this section of the report and the figures presented, the responses are presented, from highest to lowest, based on the percentage of respondents who identified the problem as a “major problem.” Activities that received the highest percentage of “major problem” responses are presented first.

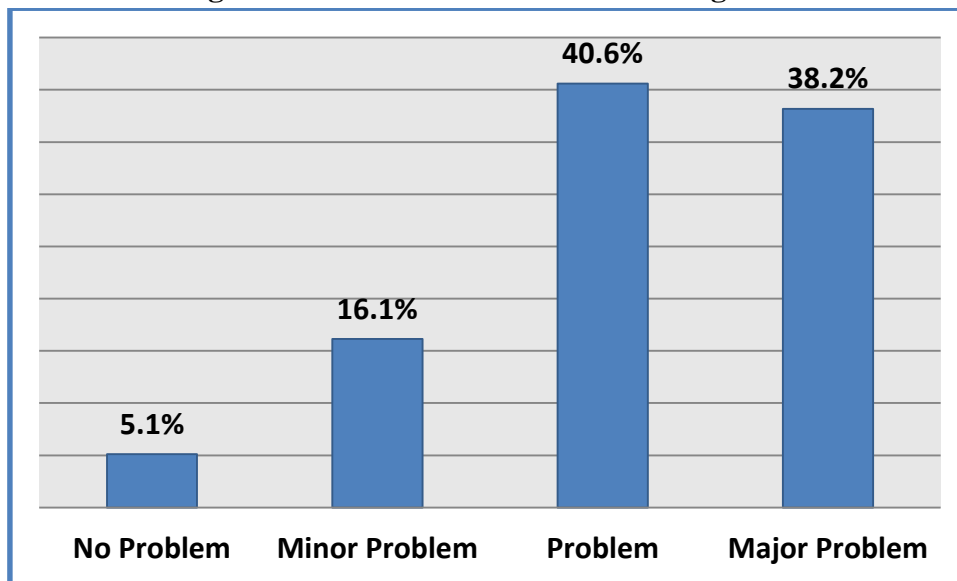
Problem Identification – Drug Sales

Of the activities presented in the survey, drug sales (on street or in drug houses) were identified as the biggest problem in the City of Longview. Of the survey respondents, 78.8% identified drug sales as a problem or major problem in the city, with 38.2% of the respondents identifying drug sales as a major problem. Figure 1 presents the identification of drug sales as a problem in the City of Longview.

It is important to note that each of the questions in this section asked about the severity of the problem in the City of Longview overall not a survey respondent’s neighborhood specifically.

Therefore, some respondents may see drug sales as a problem in the City of Longview but this should not be interpreted to mean that drug sales are a problem in their particular neighborhood. This is true for all the problems presented in the section; respondents were asked to determine the severity of the problem in the City of Longview overall.

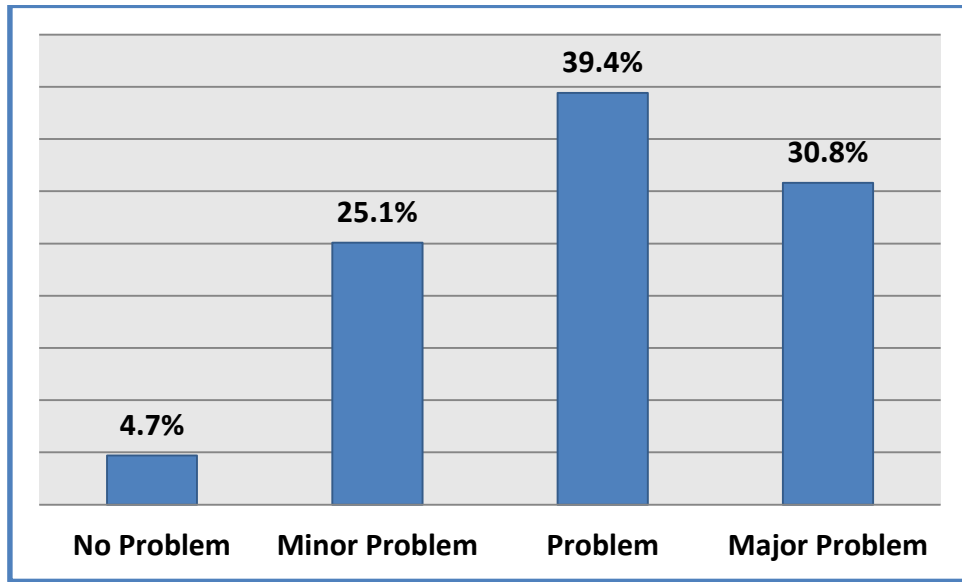
Figure 1 – Problem Identification: Drug Sales



Problem Identification – Speeding/Reckless Driving

Of the activities presented in the survey, speeding and reckless driving was identified as a major problem in the City of Longview by 30.8% of the respondents. Of the survey respondents, 70.2% identified speeding and reckless driving as a problem or major problem in the city. Figure 2 presents the identification of speeding and reckless driving as a problem in the City of Longview.

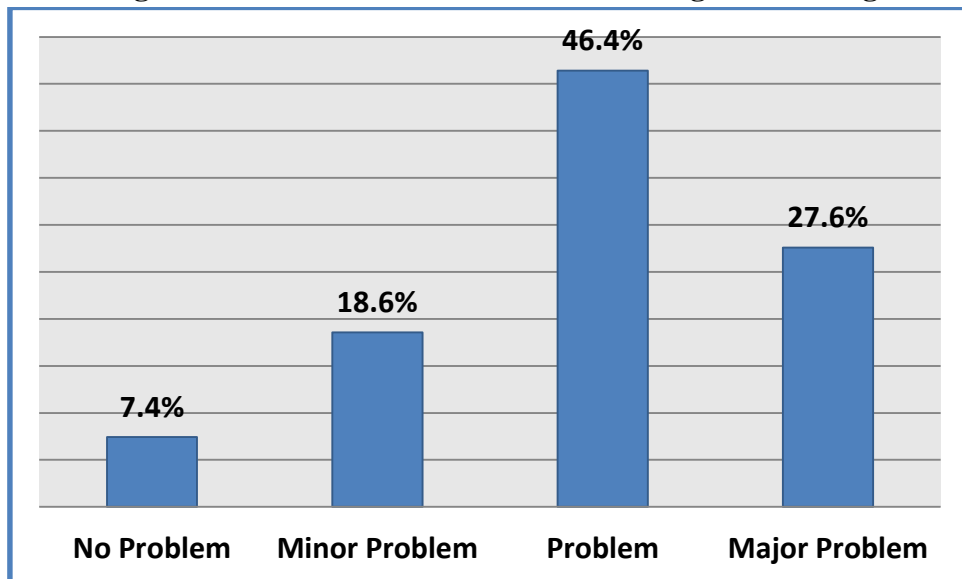
Figure 2 – Problem Identification: Speeding/Reckless Driving



Problem Identification – Drinking and Driving

Of the activities presented in the survey, drinking and driving was identified as a major problem in the City of Longview by 27.6% of the survey respondents. Of the survey respondents, 74.0% identified drinking and driving as a problem or major problem in the city. Figure 3 presents the identification of drinking and driving as a problem in the City of Longview.

Figure 3 – Problem Identification: Drinking and Driving

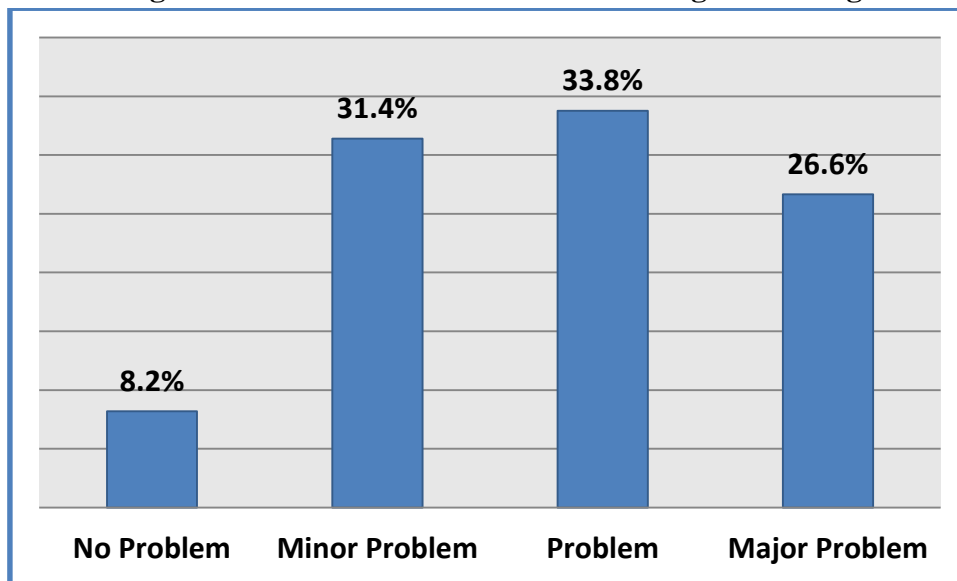


Problem Identification – Red Light Running

Red light running was identified as a major problem in the City of Longview by 26.6% of the survey respondents. Of the survey respondents, 60.4% identified red light running as a problem

or major problem in the city. Figure 4 presents the identification of red light running as a problem in the City of Longview. It is important to note that three of the four activities recognized as a major problem by the highest percentage of respondents are traffic-related offenses: speeding/reckless driving; drinking and driving; red light running.

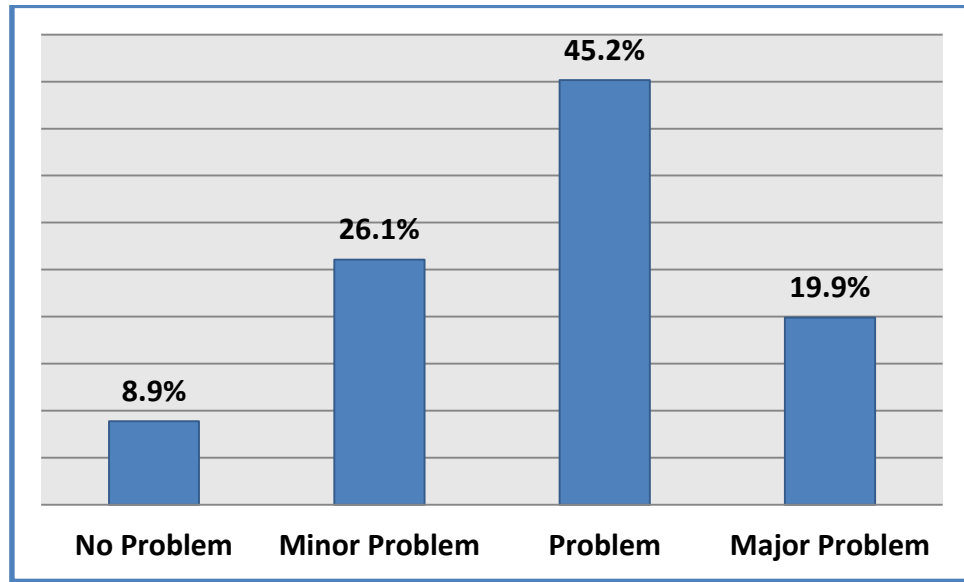
Figure 4 – Problem Identification: Red Light Running



Problem Identification – Domestic Violence

Of the activities presented in the survey, domestic violence was identified as a major problem in the City of Longview by 19.9% of the survey respondents. Of the survey respondents, 65.1% identified domestic violence as a problem or major problem in the city. Figure 5 presents the identification of domestic violence as a problem in the City of Longview.

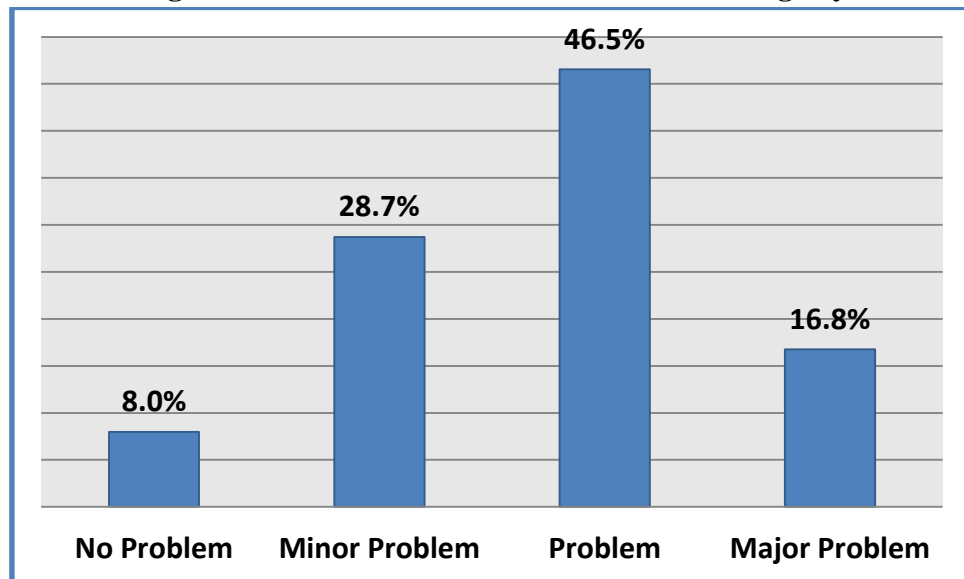
Figure 5 – Problem Identification: Domestic/Family Violence



Problem Identification – Vehicle Burglary

Of the activities presented in the survey, vehicle burglary was identified as a major problem in the City of Longview by 16.8% of the survey respondents. Of the survey respondents, 63.3% identified vehicle burglary as a problem or major problem in the city. Figure 6 presents the identification of vehicle burglary as a problem in the City of Longview.

Figure 6 – Problem Identification: Vehicle Burglary

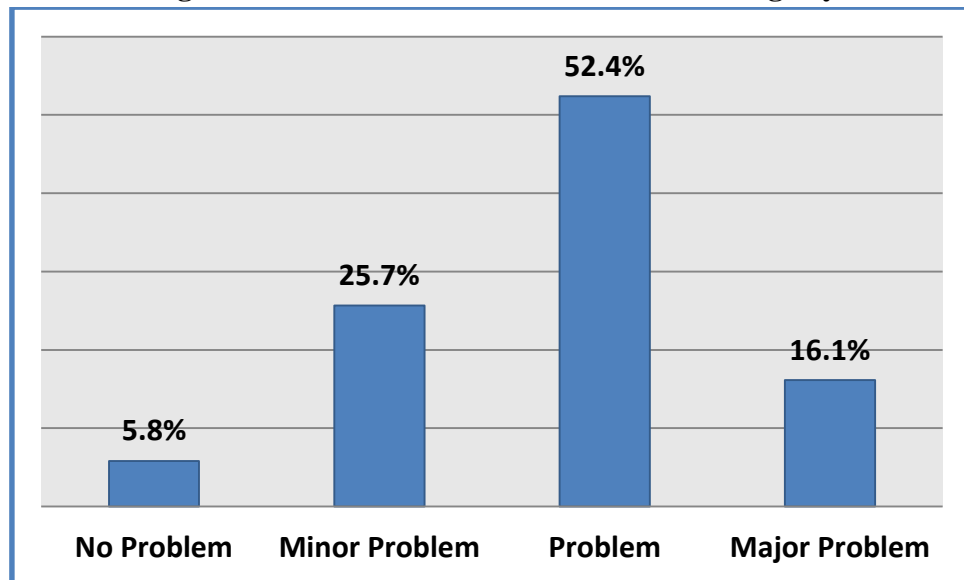


Problem Identification – Home Burglary

Home burglary was identified as a major problem in the City of Longview by 16.1% of the survey respondents. Of the survey respondents, 68.5% identified home burglary as a problem or

major problem in the city. Figure 7 presents the identification of home burglary as a problem in the City of Longview.

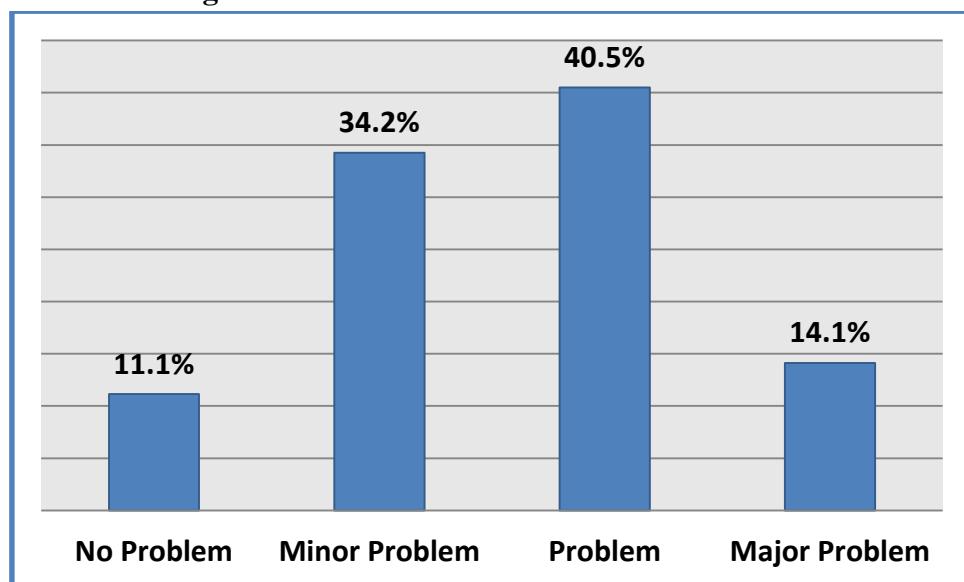
Figure 7 – Problem Identification: Home Burglary



Problem Identification – Prostitution

Prostitution was identified as a major problem in the City of Longview by 14.1% of the survey respondents. Of the survey respondents, 54.6% identified prostitution as a problem or major problem in the city. Figure 8 presents the identification of prostitution as a problem in the City of Longview.

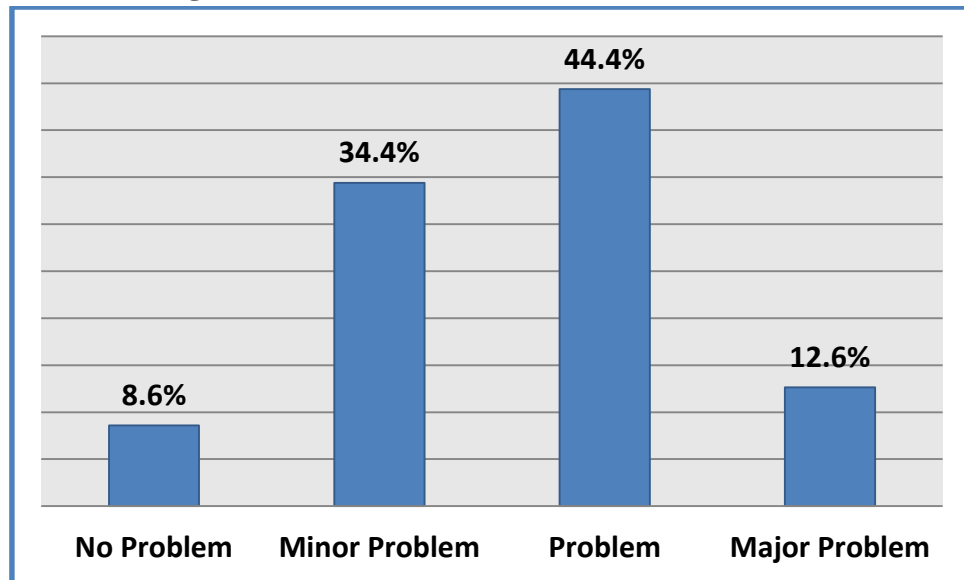
Figure 8 – Problem Identification: Prostitution



Problem Identification – Violent Crime

Violent crime was identified as a major problem in the City of Longview by 12.6% of the survey respondents. Of the survey respondents, 57.0% identified violent crime as a problem or major problem in the city. Figure 9 presents the identification of violent crime as a problem in the City of Longview.

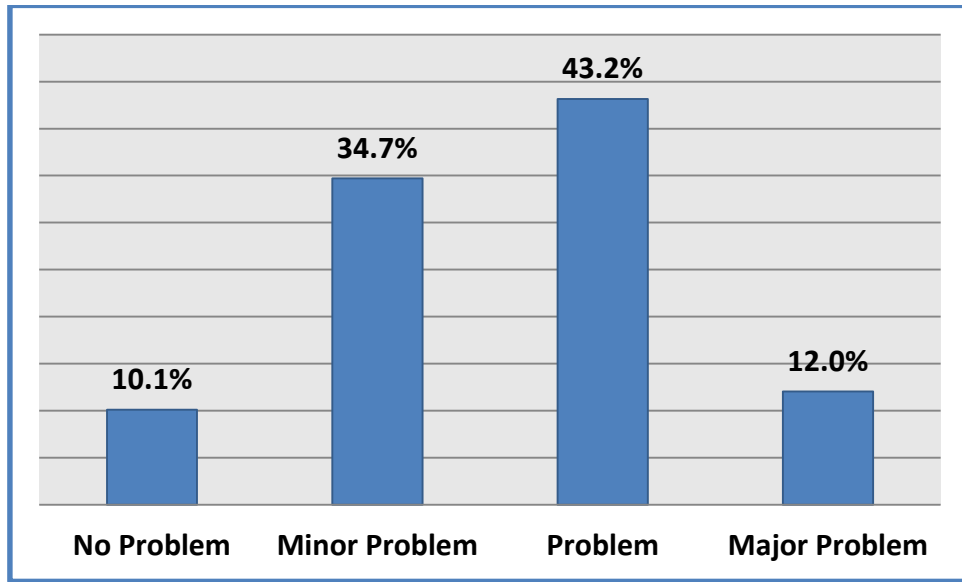
Figure 9 – Problem Identification: Violent Crime



Problem Identification – Gangs

Of the activities presented in the survey, gangs were identified as a major problem in the City of Longview by 12.0% of the survey respondents. Of the survey respondents, 55.2% identified gangs as a problem or major problem in the city. Figure 10 presents the identification of gangs as a problem in the City of Longview.

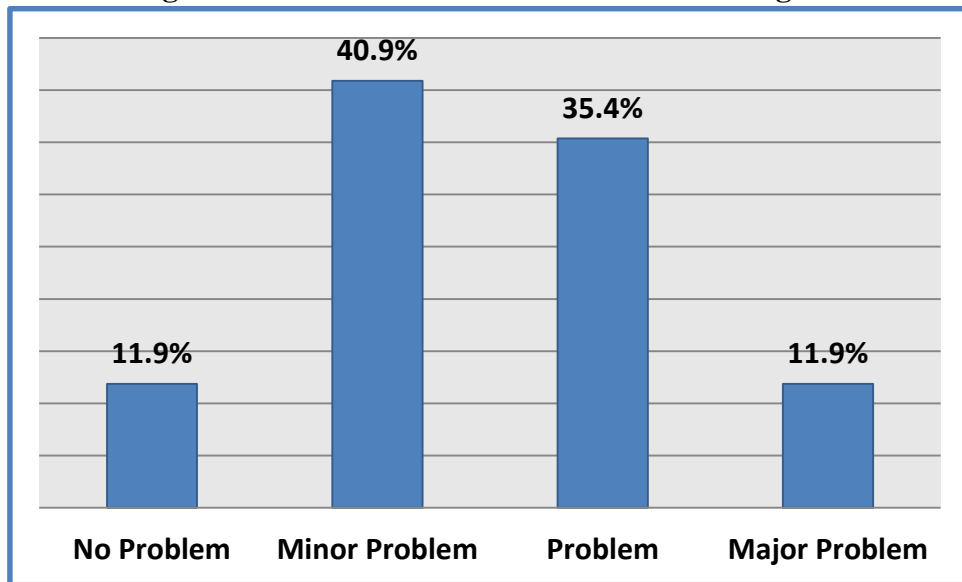
Figure 10 – Problem Identification: Gangs



Problem Identification – Public Drug Use

Public drug use was identified as a major problem in the City of Longview by 11.9% of the survey respondents. Of the survey respondents, 47.3% identified public drug use as a problem or major problem in the city. Public drug use is the first activity reviewed in this report in which the majority of respondents did not identify as a problem or major problem combined. Figure 11 presents the identification of public drug use as a problem in the City of Longview.

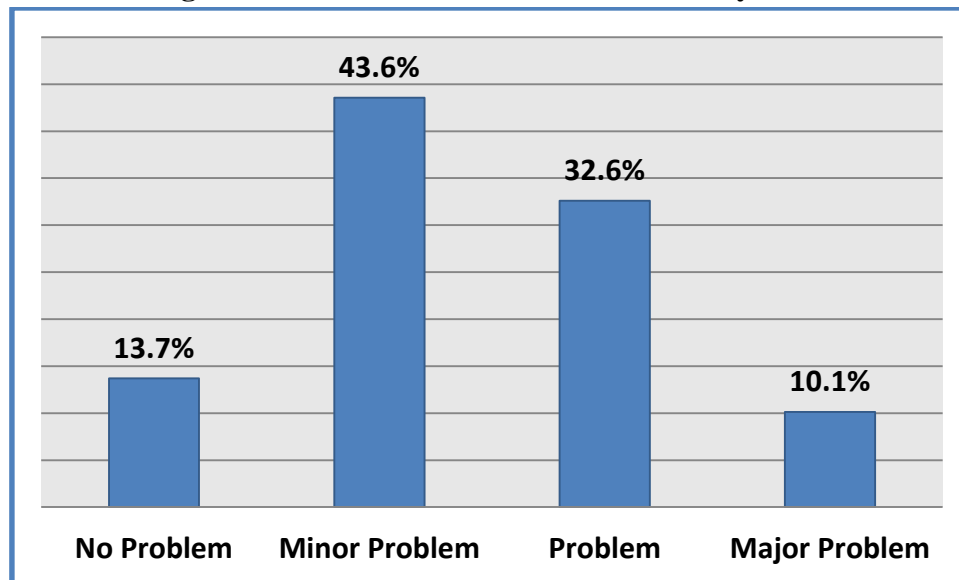
Figure 11 – Problem Identification: Public Drug Use



Problem Identification – Identity Theft

Of the activities presented in the survey, identity theft was identified as a major problem in the City of Longview by 10.1% of the survey respondents. Of the survey respondents, 42.7% identified identity theft as a problem or major problem in the city. Similar to public drug use, the majority of respondents do not view identity theft as a problem or major problem in the city. Figure 12 presents the identification of identity theft as a problem in the City of Longview.

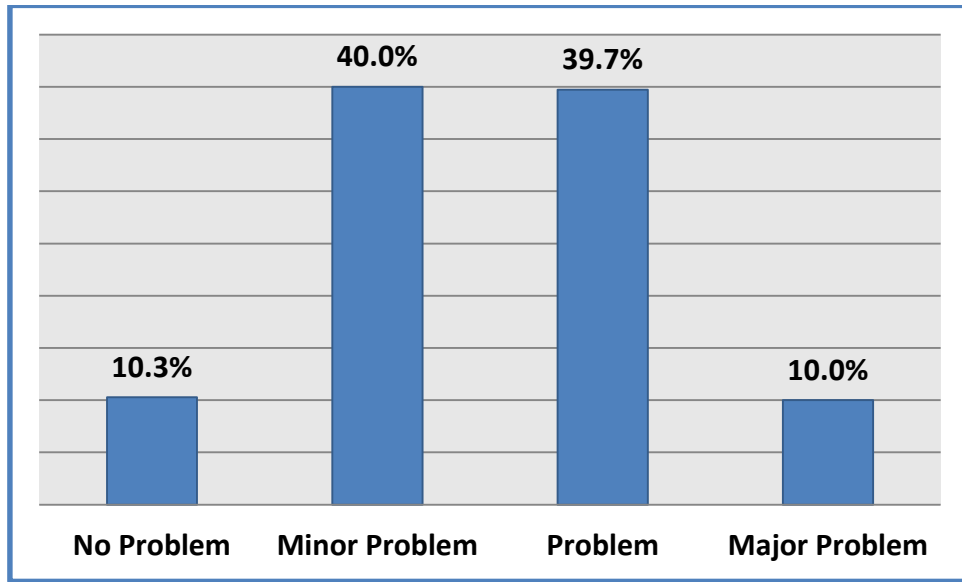
Figure 12 – Problem Identification: Identity Theft



Problem Identification – Vandalism

Vandalism was identified as a major problem in the City of Longview by 10.0% of the survey respondents. Of the survey respondents, 49.7% identified vandalism as a problem or major problem in the city. The majority of respondents do not view vandalism as a problem or major problem in the city. Figure 13 presents the identification of vandalism as a problem in the City of Longview.

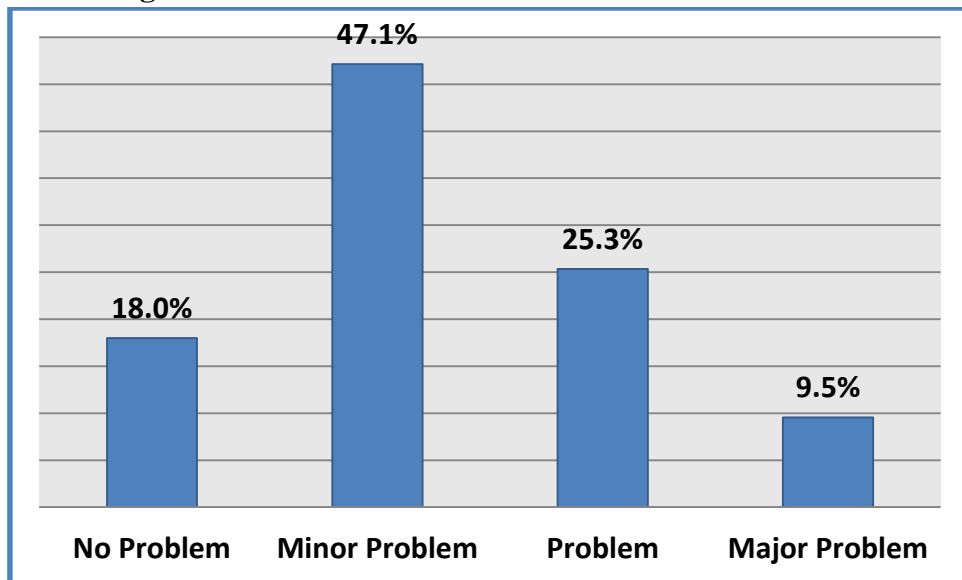
Figure 13 – Problem Identification: Vandalism



Problem Identification – Loud Music/Parties

Of the activities presented in the survey, loud music/parties was identified as a major problem in the City of Longview by 9.5% of the survey respondents. Of the survey respondents, 34.8% identified loud music/parties as a problem or major problem in the city. The majority of respondents do not view loud music/parties as a problem or major problem in the city. Figure 14 presents the identification of loud music/parties as a problem in the City of Longview.

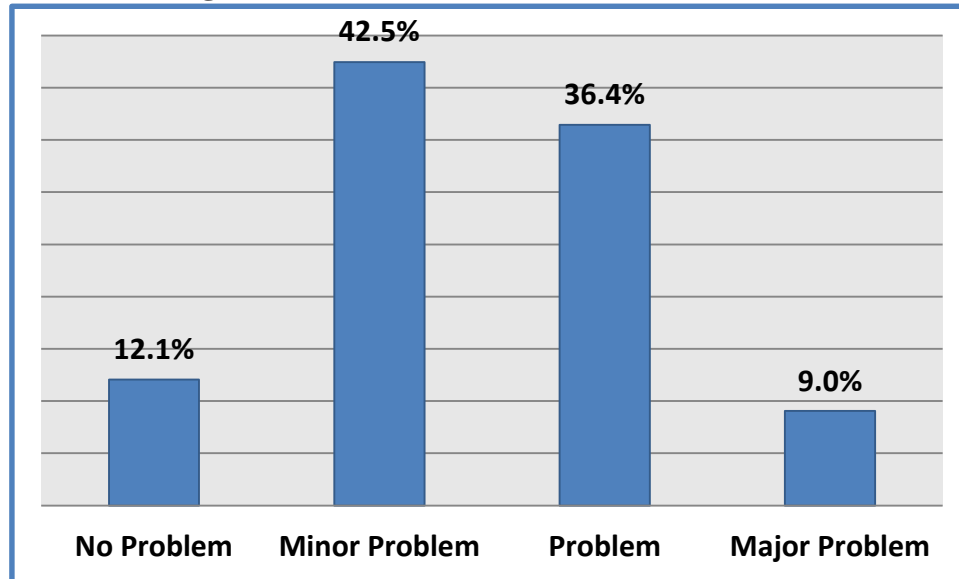
Figure 14 – Problem Identification: Loud Music/Parties



Problem Identification – Auto Theft

Auto theft was identified as a major problem in the City of Longview by 9.0% of the survey respondents. Of the survey respondents, 45.4% identified auto theft as a problem or major problem in the city. The majority of respondents do not view auto theft as a problem or major problem in the city. Figure 15 presents the identification of auto theft as a problem in the City of Longview.

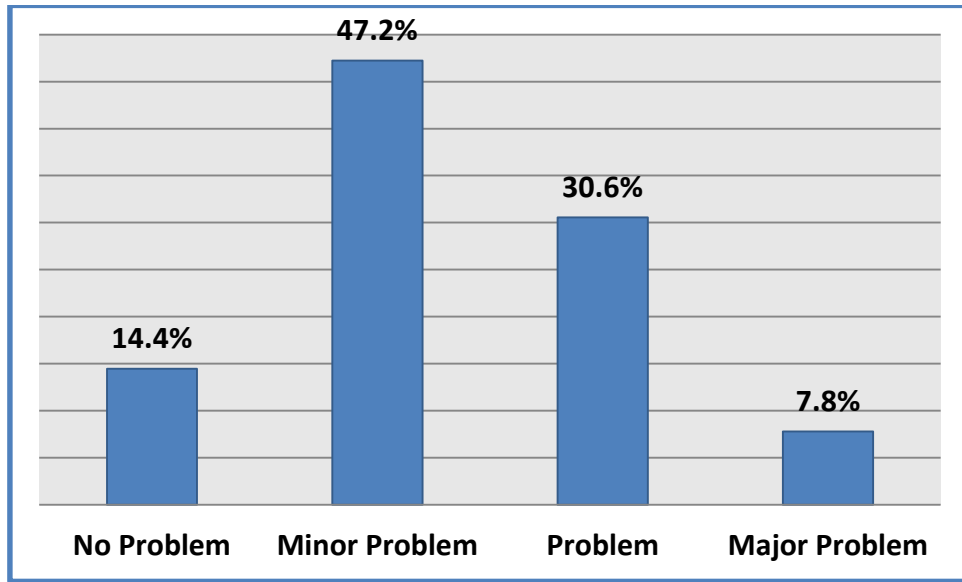
Figure 15 – Problem Identification: Auto Theft



Problem Identification – Drinking in Public

Of the activities presented in the survey, drinking in public was identified as a major problem in the City of Longview by 7.8% of the survey respondents. Of the survey respondents, 38.4% identified drinking in public as a problem or major problem in the city. The majority of respondents do not view drinking in public as a problem or major problem in the city. Figure 16 presents the identification of drinking in public as a problem in the City of Longview.

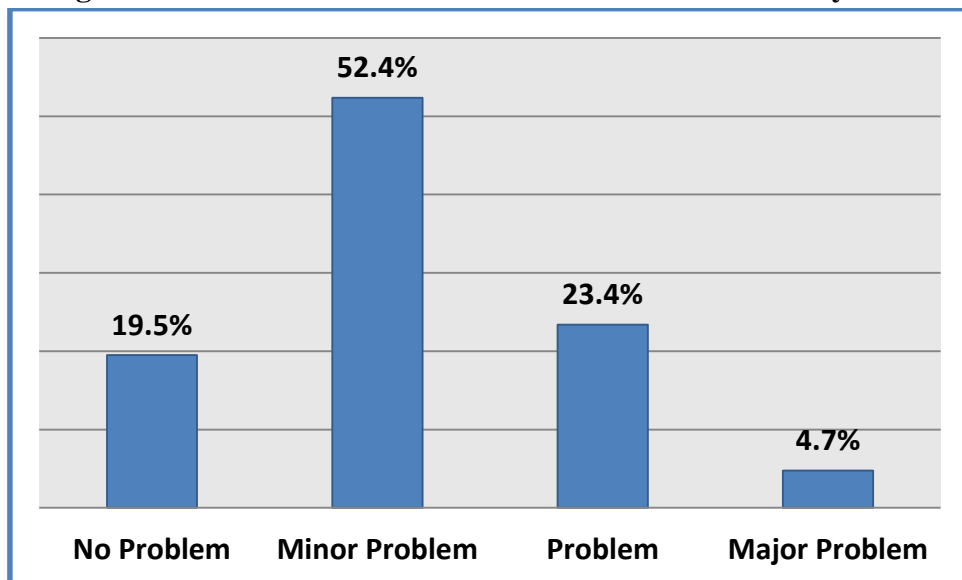
Figure 16 – Problem Identification: Drinking in Public



Problem Identification – Law Violations in City Parks

Law violations in city parks were identified as a major problem in the City of Longview by 4.7% of the survey respondents. Of the survey respondents, 28.1% identified law violations in city parks as a problem or major problem in the city. The majority of respondents do not view law violations in city parks as a problem or major problem in the city. Figure 17 presents the identification of law violations in city parks as a problem in the City of Longview.

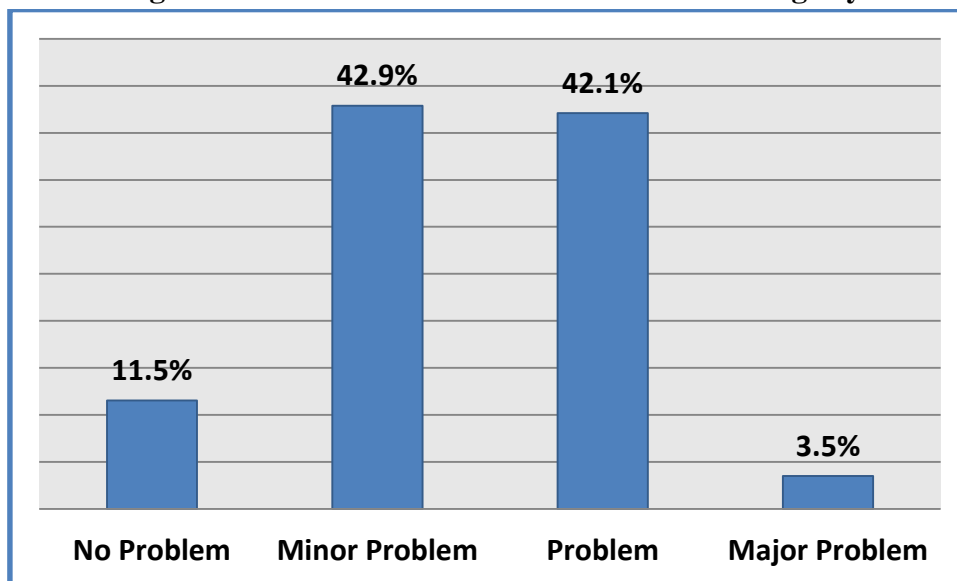
Figure 17 – Problem Identification: Law Violations in City Parks



Problem Identification – Business Burglary

Of the activities presented in the survey, business burglary was identified as a major problem in the City of Longview by 3.5% of the survey respondents. Of the survey respondents, 45.6% identified business burglary as a problem or major problem in the city. The majority of respondents do not view business burglary as a problem or major problem in the city. Figure 18 presents the identification of business burglary as a problem in the City of Longview.

Figure 18 – Problem Identification: Business Burglary



Prioritization of Problems

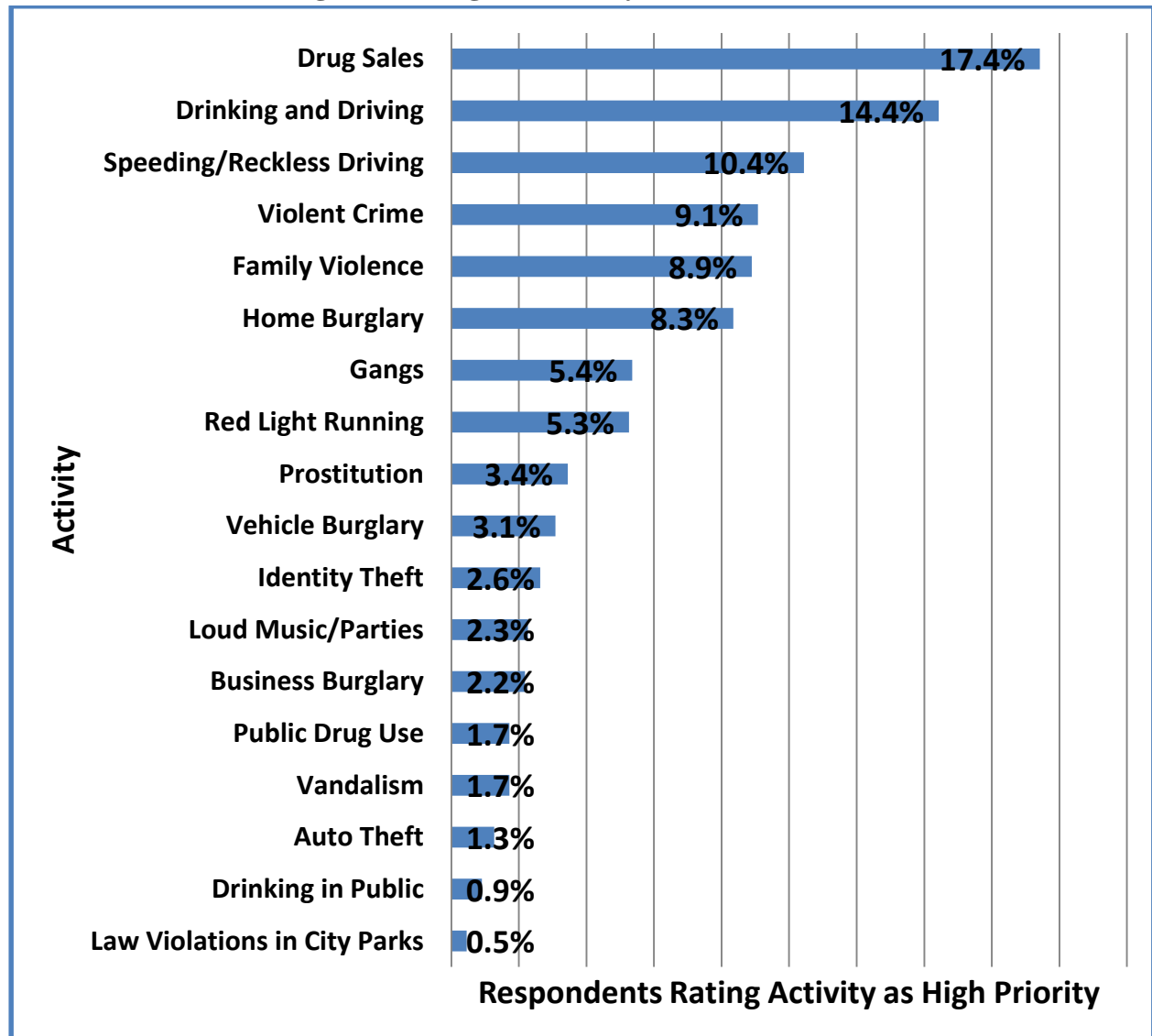
Respondents were asked “Which of the problems listed above do you believe the police should place the highest priority on in Longview?” The problems included the 18 activities previously covered in the problem identification section. Respondents were asked to identify their top three priorities. Figure 19 illustrates the percentage of respondents who identified the problem as one of the top three priorities for Longview PD.

The question is different than the problem identification question previously presented. The priorities for LPD are identified with the current question. An activity does not have to be a major problem in the city in order for citizens to recognize that it should be a high priority for LPD. For example, violent crime was not a highly rated problem by survey respondents as presented in the previous section. However, violent crime is the 4th highest rated priority for LPD as determined by the survey respondents (see Figure 19).

Despite this exception, there is significant congruence between the results of the problem identification and priority identification questions. Four of the five activities most commonly identified by respondents as a major problem are also identified in the top 5 priorities for LPD: drug sales, drinking and driving, speeding/reckless driving, and family violence. According to

the responses, narcotics enforcement, traffic enforcement, and violent crime investigation should be the top priorities for LPD.

Figure 19 – Highest Priority Problems for LPD



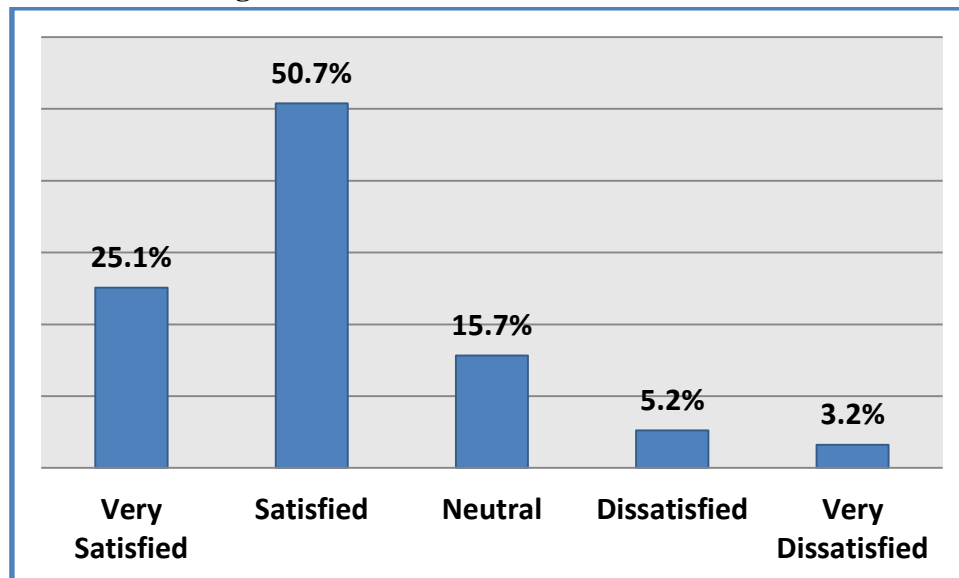
SECTION II: SATISFACTION WITH THE LONGVIEW POLICE DEPARTMENT

The second section of the survey was designed to measure the level of satisfaction with the Longview Police Department (LPD). Specifically, the questions asked about the overall satisfaction of citizens, the quality of police services, and the level of support for several performance indicators. Each of these areas is discussed below.

Overall Satisfaction

The first question in this section of the survey asked, “Please rate your overall satisfaction with the Longview Police Department.” The response categories were “very satisfied,” “satisfied,” “neutral,” “dissatisfied,” and “very dissatisfied.” As depicted in Figure 20, a significant majority of citizens are quite satisfied with LPD. Overall, 25.1% of the respondents are very satisfied, while 50.7% are satisfied. As expected, a small minority of respondents are not satisfied with LPD. As depicted below, 5.2% of the respondents are dissatisfied while 3.2% are very dissatisfied with LPD. As any police agency with law enforcement responsibilities, some interactions with citizens are confrontational and coercive, so it is expected that a small percentage of respondents will not be satisfied with the services provided by LPD.

Figure 20 – Overall Satisfaction with LPD

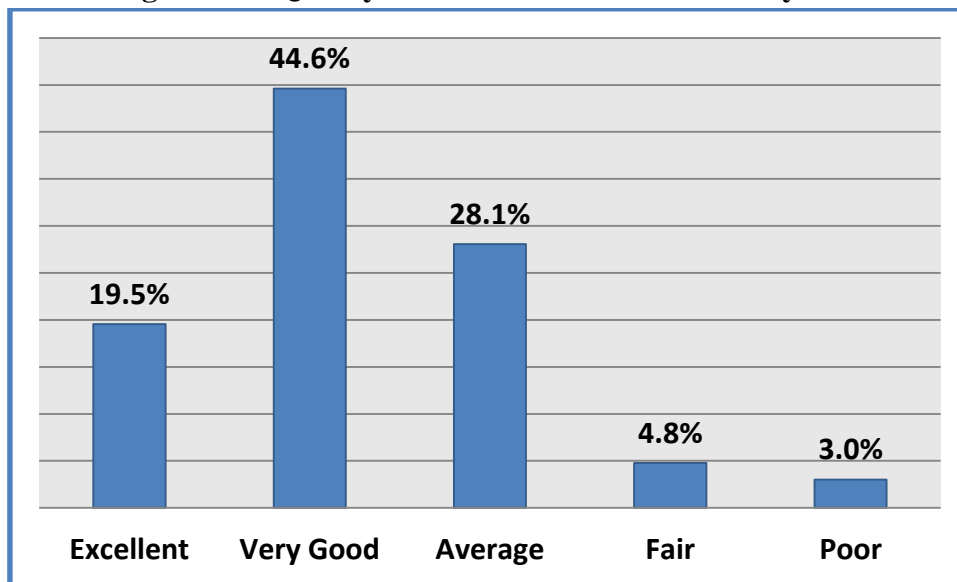


Quality of Police Services

In an effort to further assess satisfaction levels, the next question on the survey asked, “In your opinion, the quality of police services provided by the LPD is.” The response categories were “excellent,” “very good,” “average,” “fair,” and “poor.” As illustrated in Figure 21, the significant majority of respondents rated the quality of services provided by LPD as excellent (19.5%) or very good (44.6%). The quality of services provided by LPD was rated as average by 28.1% of the respondents. Similar to the previous discussion, a small minority of respondents

does not believe the LPD provides quality service with 4.8% rating the quality as fair and 3.0% rating the quality as poor.

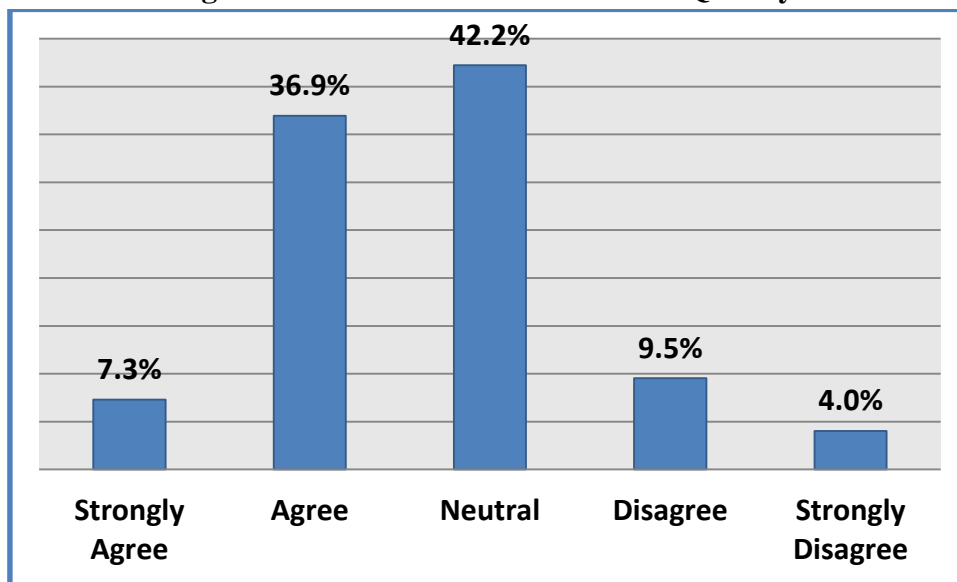
Figure 21 – Quality of Police Services Provided by LPD



Performance Indicators

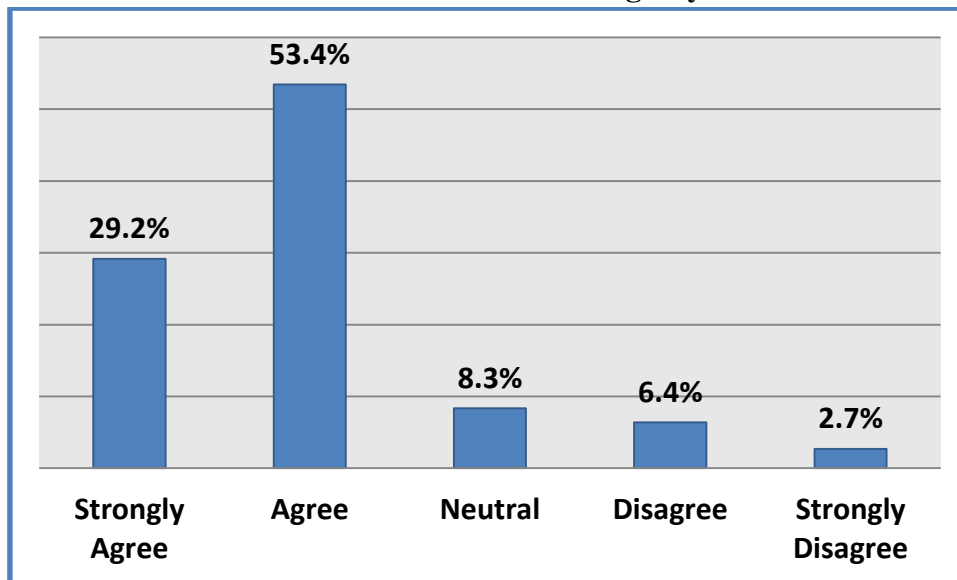
A total of 13 questions were used to measure a series of performance indicators. Each question and the responses are discussed below. The first question to measure performance indicators asked, “The Longview Police Department solves crimes quickly.” Overall, 44.2% of the respondents either agreed or strongly agreed with the statement while 13.5% either disagreed or strongly disagreed as depicted in Figure 22. A large percentage of the respondents (42.2%) were neutral, meaning they neither agreed nor disagreed with the statement. The large percentage of neutral responses is probably due to a lack of either direct (i.e., actual experience) or indirect (i.e., media reports) knowledge regarding the swiftness in which crimes are solved by LPD.

Figure 22 – “The LPD Solves Crimes Quickly”



The next question in this section of the survey asked, “I believe the LPD would respond quickly if I were to call them about an emergency.” Overall, 82.6% of the respondents either agreed or strongly agreed with the statement while 9.1% either disagreed or strongly disagreed as depicted in Figure 23. The significant majority of the respondents feel that LPD will respond quickly if called about an emergency.

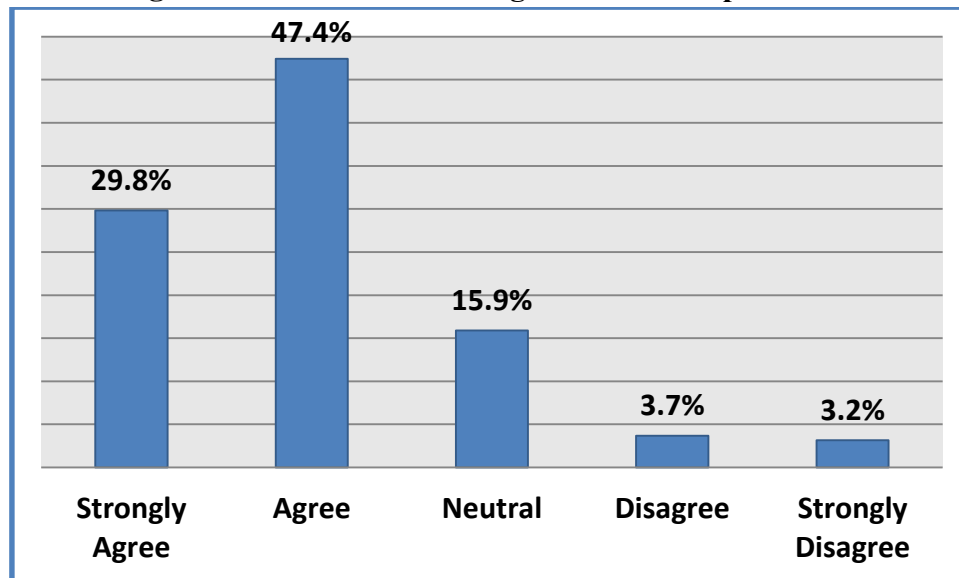
Figure 23 – "I Believe the LPD would Respond Quickly if I were to Call Them About an Emergency"



The next question in this section of the survey asked, “I trust the LPD.” Overall, 77.2% of the respondents either agreed or strongly agreed with the statement while 6.9% either disagreed or

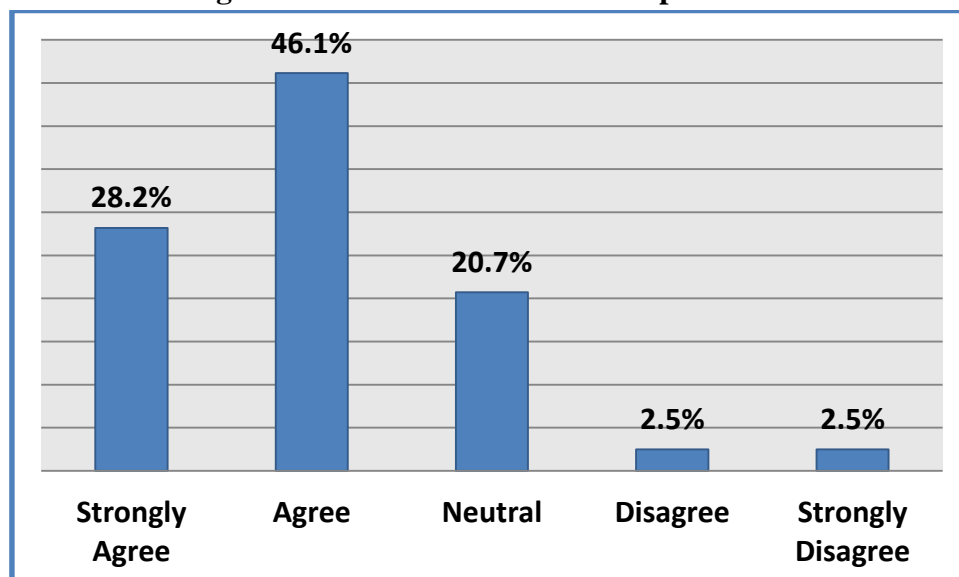
strongly disagreed as depicted in Figure 24. The significant majority of the respondents trust the LPD.

Figure 24 – “I Trust the Longview Police Department”



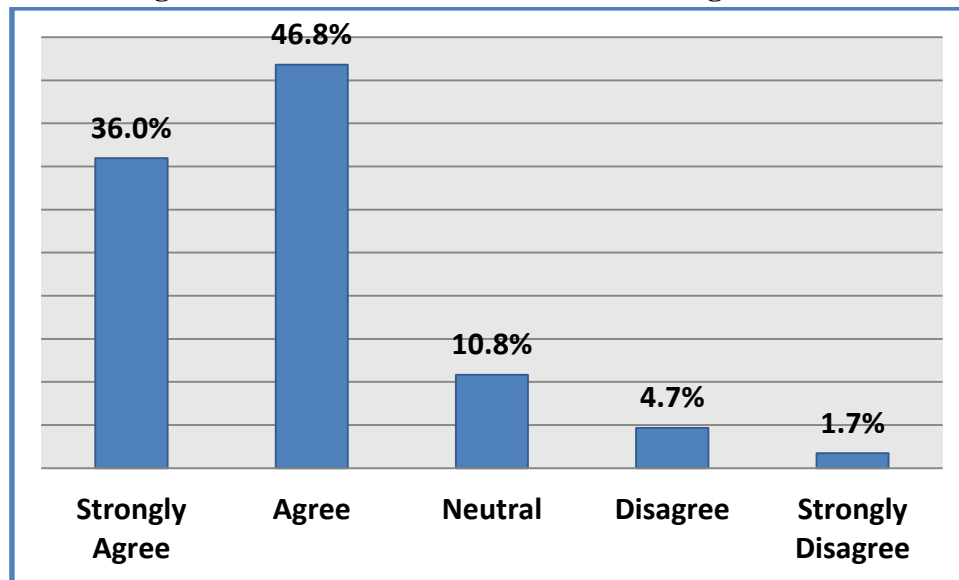
The next question in this section of the survey asked, “I trust the leadership of the LPD.” Overall, 74.3% of the respondents either agreed or strongly agreed with the statement while 5.0% either disagreed or strongly disagreed as depicted in Figure 25. The significant majority of the respondents trust the leadership of LPD.

Figure 25 – “I Trust the Leadership of LPD”



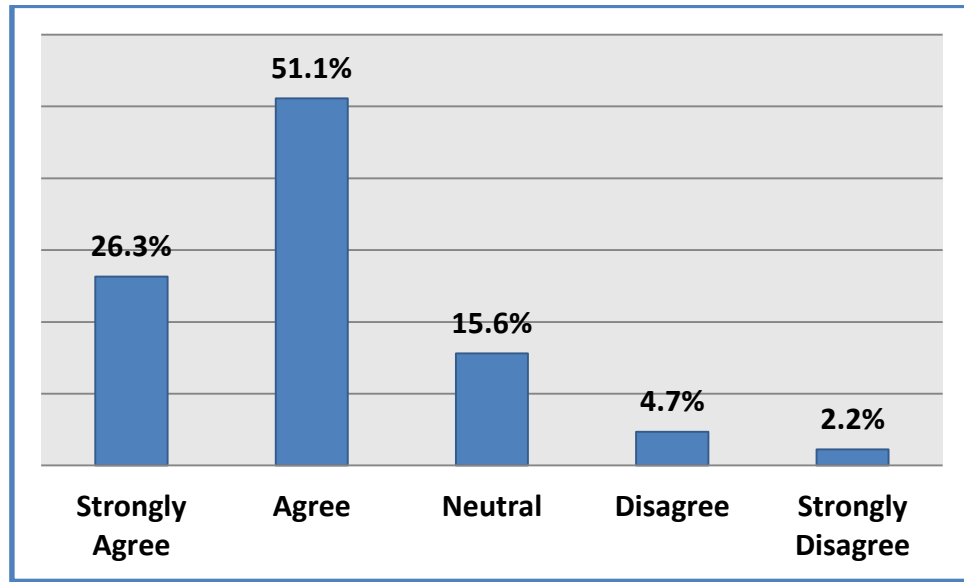
The next question in this section of the survey asked, “I feel comfortable contacting the LPD.” Overall, 82.8% of the respondents either agreed or strongly agreed with the statement while 6.4% either disagreed or strongly disagreed as depicted in Figure 26. The significant majority of the respondents feel comfortable contacting the LPD.

Figure 26 – “I Feel Comfortable Contacting the LPD”



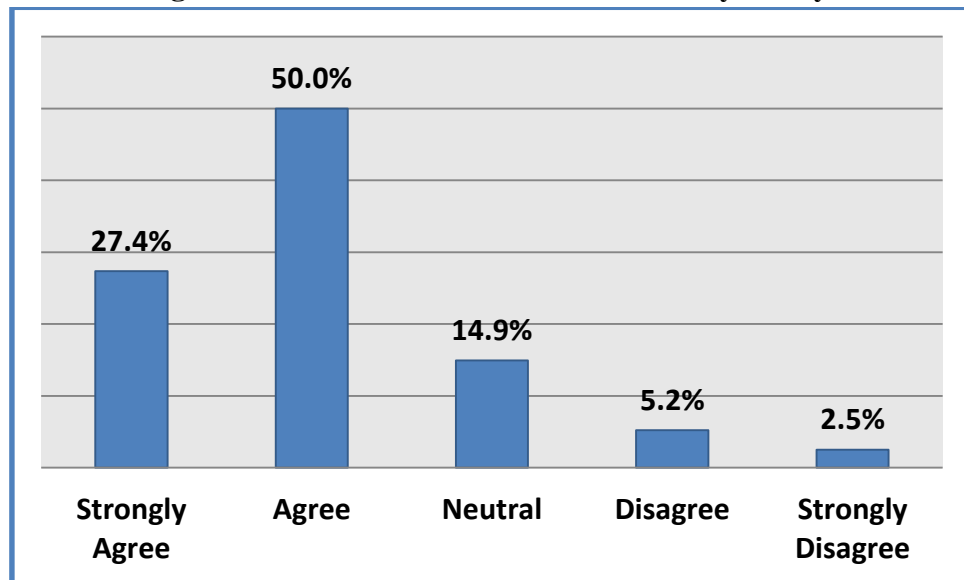
The next question in this section of the survey asked, “The LPD provides quality service to the residents of Longview.” Overall, 77.4% of the respondents either agreed or strongly agreed with the statement while 6.9% either disagreed or strongly disagreed as depicted in Figure 27. The significant majority of the respondents feel that LPD provides quality service.

Figure 27 – “LPD Provides Quality Service to the Residents of Longview”



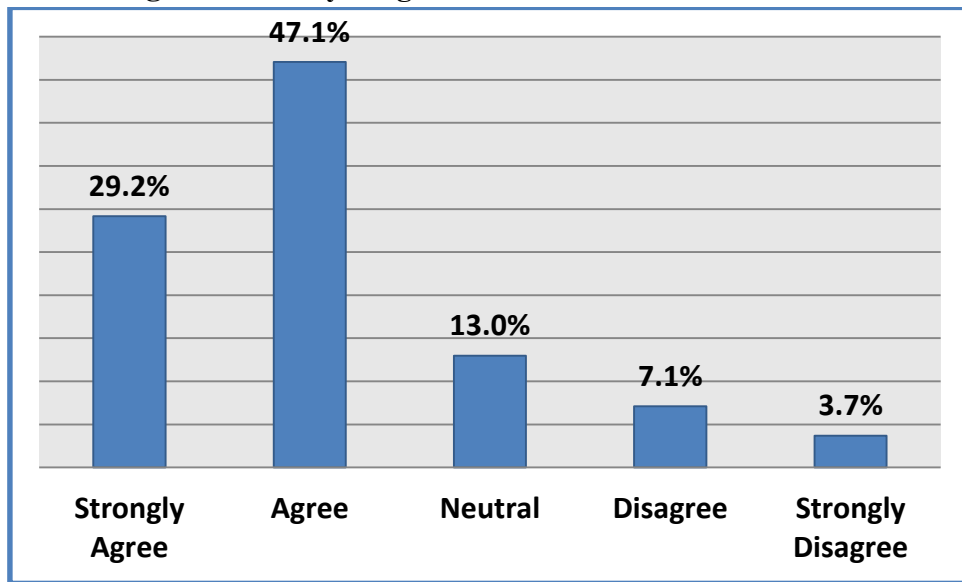
The next question in this section of the survey asked, “The LPD is concerned for my safety.” Overall, 77.4% of the respondents either agreed or strongly agreed with the statement while 7.7% either disagreed or strongly disagreed as depicted in Figure 28. The significant majority of the respondents feel that LPD is concerned for their safety.

Figure 28 – “The LPD is Concerned for My Safety”



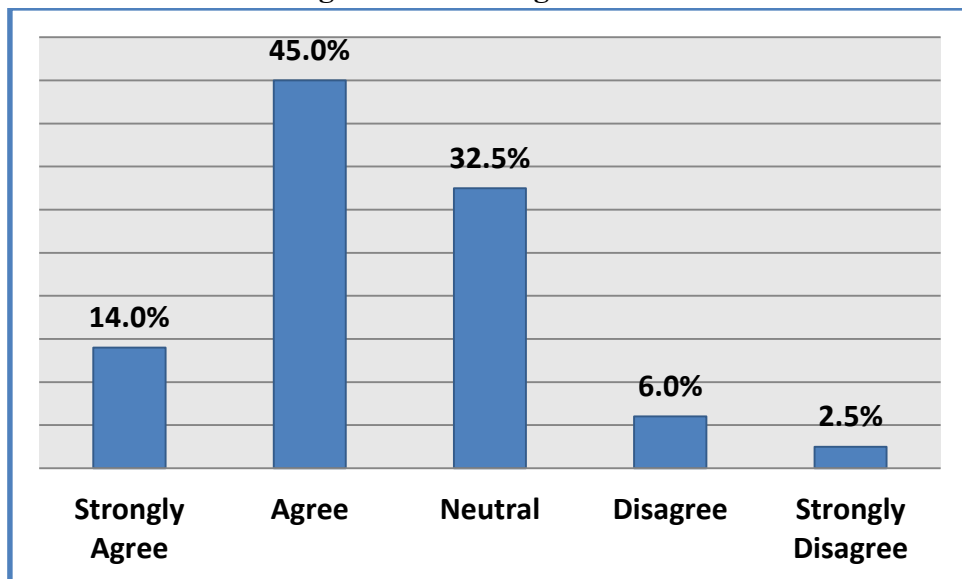
The next question in this section of the survey asked, “My neighborhood is a safe place to live.” Overall, 76.3% of the respondents either agreed or strongly agreed with the statement while 10.8% either disagreed or strongly disagreed as depicted in Figure 29. The significant majority of the respondents feel their neighborhood is safe.

Figure 29 – “My Neighborhood is a Safe Place to Live”



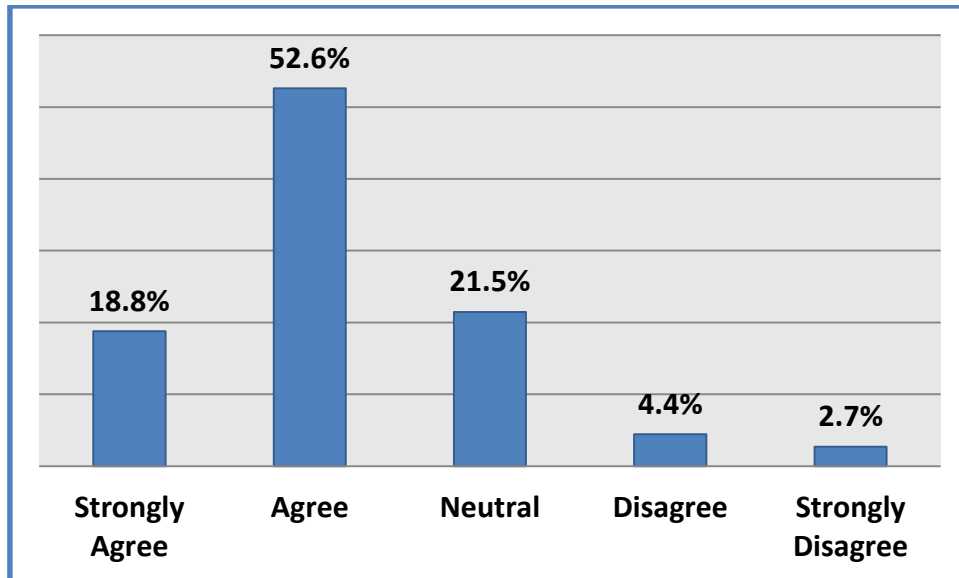
The next question in this section of the survey asked, “The citizens of Longview and the LPD work together in solving problems.” Overall, 59.0% of the respondents either agreed or strongly agreed with the statement while 8.5% either disagreed or strongly disagreed as depicted in Figure 30. A large percentage of the respondents (32.5%) were neutral, meaning they neither agreed nor disagreed with the statement. The large percentage of neutral responses is probably due to a lack of either direct (i.e., actual experience) or indirect (i.e., media reports) knowledge regarding police/community problem-solving partnerships.

Figure 30 – “The Citizens of Longview and LPD Work Together in Solving Problems”



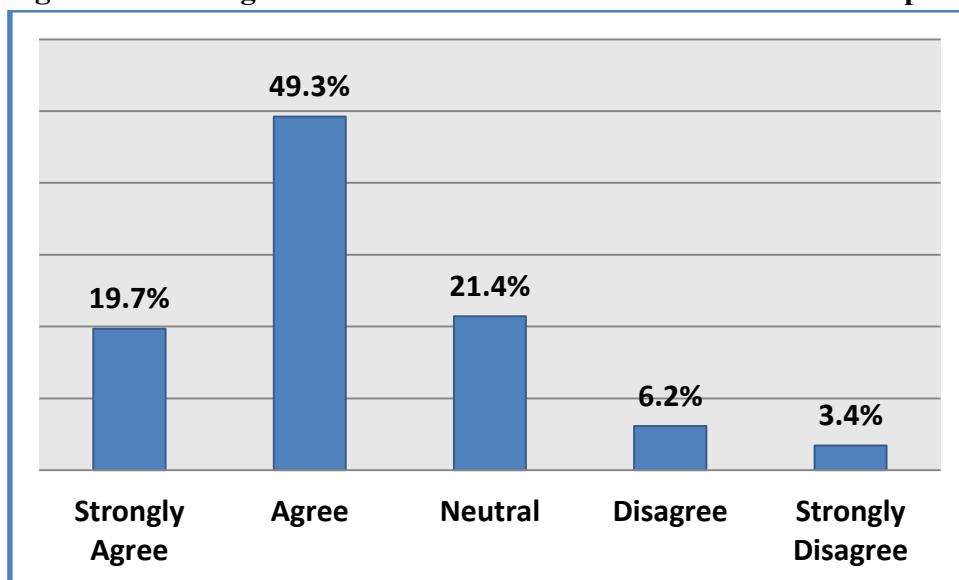
The next question in this section of the survey asked, “Longview police officers are usually fair.” Overall, 71.4% of the respondents either agreed or strongly agreed with the statement while 7.1% either disagreed or strongly disagreed as depicted in Figure 31. The significant majority of the respondents feel that LPD officers are fair.

Figure 31 – “Longview Police Officers are Usually Fair”



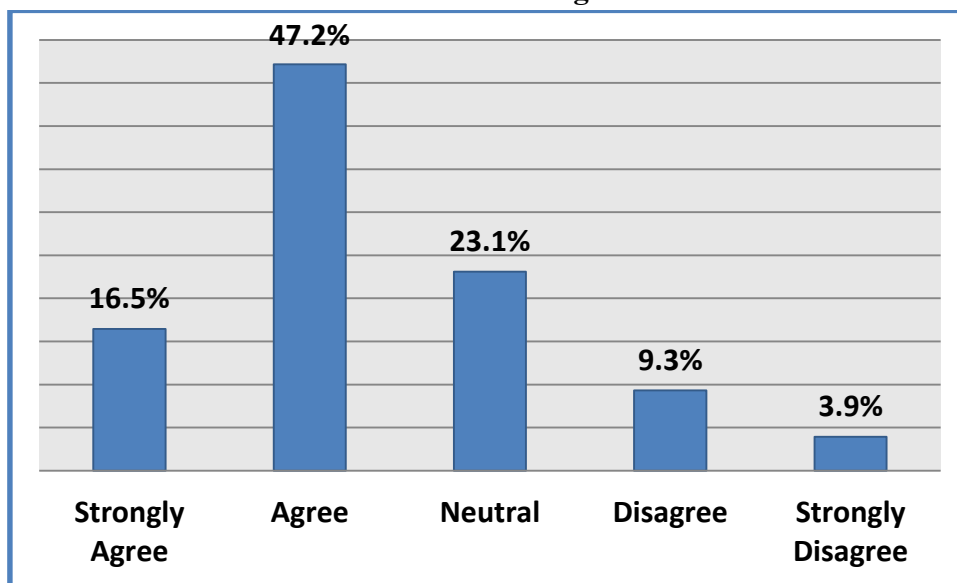
The next question in this section of the survey asked, “In general, Longview police officers treat all citizens with respect.” Overall, 69.0% of the respondents either agreed or strongly agreed with the statement while 9.6% either disagreed or strongly disagreed as depicted in Figure 32. The significant majority of the respondents feel that LPD officers treat people with respect.

Figure 32 – “Longview Police Officers Treat All Citizens with Respect”



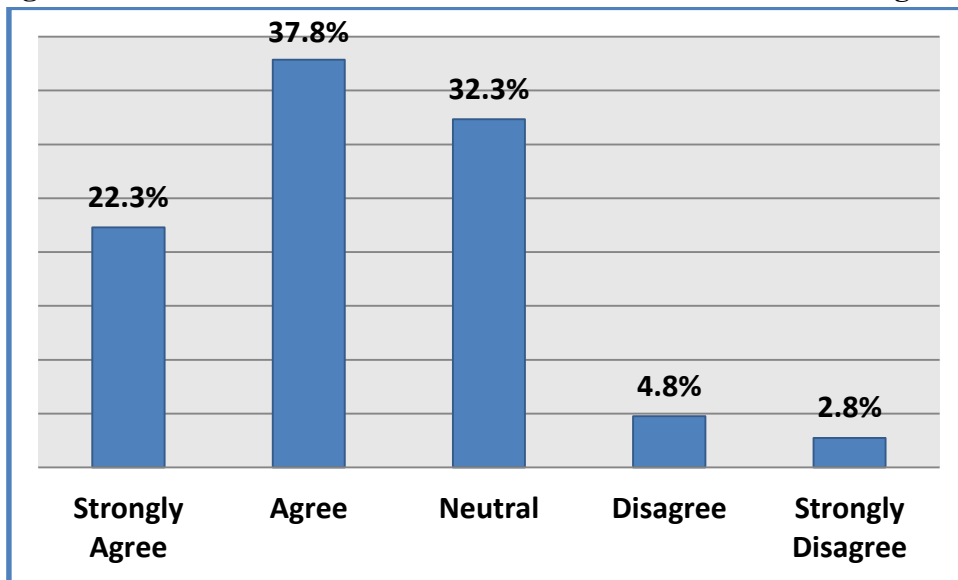
The next question in this section of the survey asked, “There is sufficient police presence for me to feel safe in Longview.” Overall, 63.7% of the respondents either agreed or strongly agreed with the statement while 13.2% either disagreed or strongly disagreed as depicted in Figure 33. The majority of the respondents feel that there is enough police visibility for them to feel safe in Longview.

Figure 33 – “There is Sufficient Police Presence for Me to Feel Safe in Longview”



The next question in this section of the survey asked, “I would like to see more police officers within Longview.” Overall, 60.1% of the respondents either agreed or strongly agreed with the statement while 7.6% either disagreed or strongly disagreed as depicted in Figure 34. The majority of the respondents would like to see more police officers within Longview. Although the previous question demonstrates that citizens typically feel there are enough police officers on the streets for them to feel safe, this question shows that the citizens would like to see more. This is a common result in citizen surveys; the public typically wants more police officers and more police presence in their community even though they probably also feel that the current level of presence is sufficient.

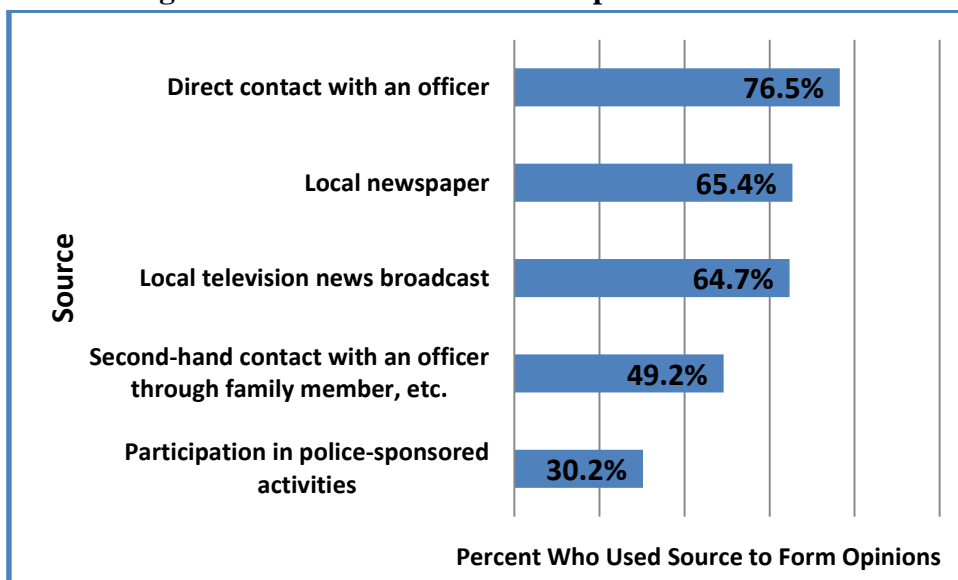
Figure 34 – “I Would Like to See More Police Officers within Longview”



Opinion Formation

The last question in this section asked about how the respondents formed their opinions about the LPD. Specifically, respondents were asked, “Thinking about how you formed your opinions regarding the LPD, which of the following have you used to formulated your opinions?” The response choices and results are presented in Figure 35. The largest source of information respondents used to form their opinion about LPD was direct contact with an officer (76.5%), followed by the local newspaper (65.4%), and then local television news broadcasts (64.7%).

Figure 35 – How Citizens Form Opinions about LPD

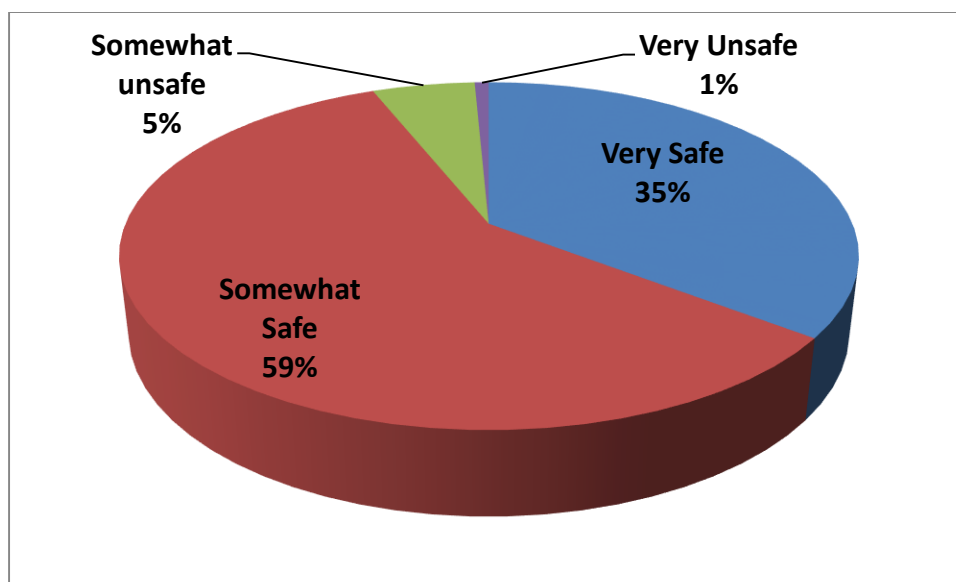


SECTION III: FEAR OF CRIME

The third section of the survey was designed to measure the level of fear of crime among respondents. Specifically, the questions asked about the overall fear of crime of respondents as well as their perception of safety by location. Each of these areas is discussed below.

The first question asked, “How safe do you feel in the City of Longview,” with response choices of “very safe,” “somewhat safe,” “somewhat unsafe,” and “very unsafe.” As illustrated in Figure 36, 94% of the respondents feel safe (59%) or very safe (35%) in the City of Longview. A small percentage of respondents feel somewhat unsafe (5%) while an even smaller percentage feel very unsafe (1%).

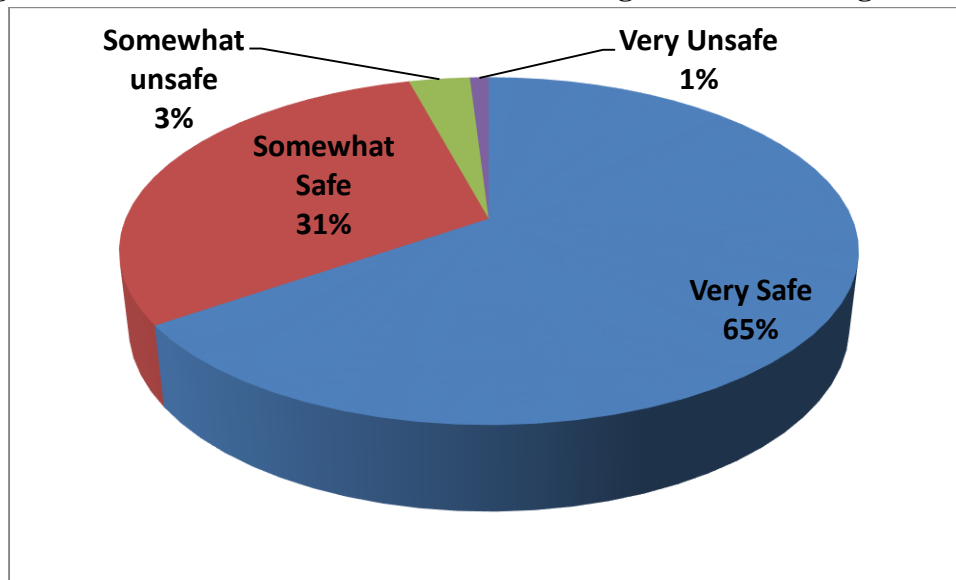
Figure 36 – “How Safe Do You Feel in the City of Longview?”



Perception of Safety by Location

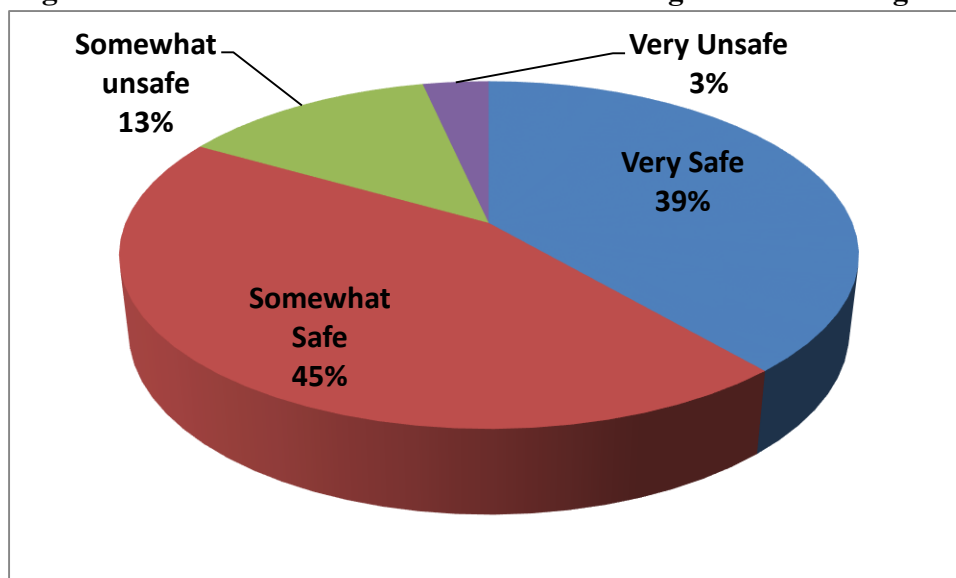
The next 5 questions asked about the respondents' perception of safety based on specific locations and times of day. Respondents were asked, “How safe do you feel in your neighborhood during the day?” As depicted in Figure 37, the majority of respondents (65%) feel very safe in their neighborhoods during the day.

Figure 37 – “How Safe Do You Feel in Your Neighborhood During the Day?”



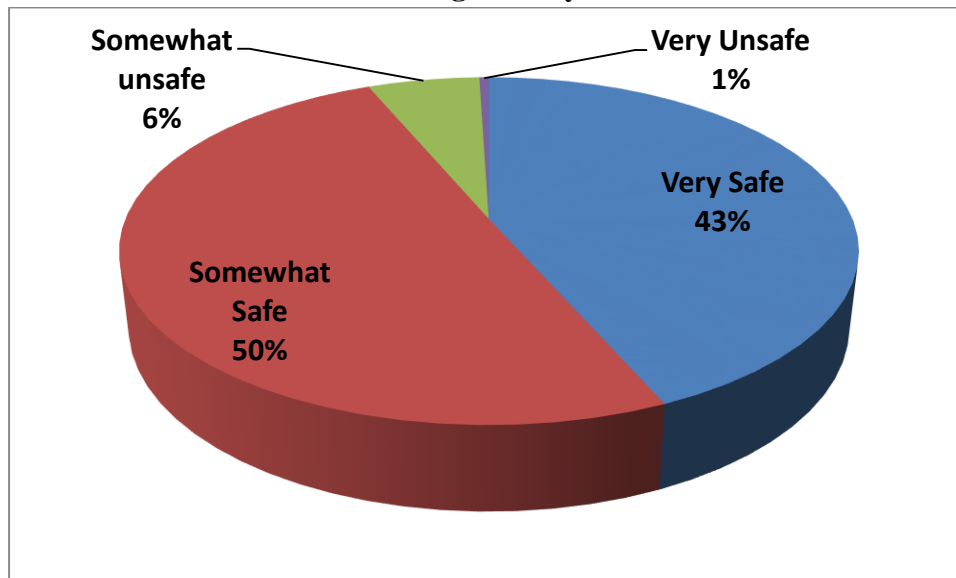
Respondents were asked, “How safe do you feel in your neighborhood at night?” As depicted in Figure 38, the change to night significantly changes the responses in comparison to the previous question with fewer respondents feeling very safe and more respondents feeling somewhat unsafe with the switch from day to night. The largest percentage of respondents feel somewhat safe (45%), followed by very safe (39%) and then somewhat unsafe (13%) and very unsafe (3%).

Figure 38 – “How Safe Do You Feel in Your Neighborhood at Night?”



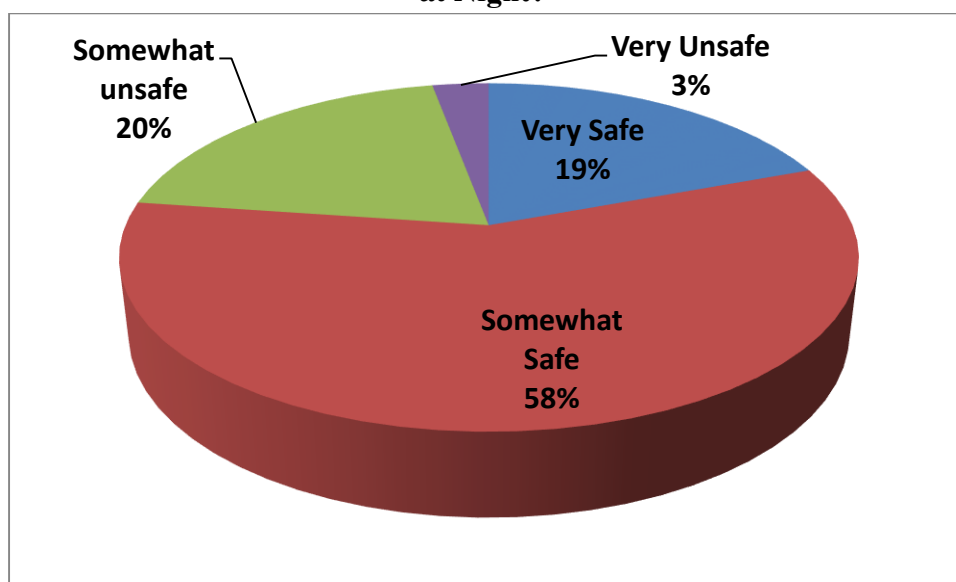
Respondents were asked, “How safe do you feel in shopping centers/business areas/restaurants during the day?” As depicted in Figure 39, respondents feel safe in these areas during the day with 43% of the respondents feeling very safe while 50% feel somewhat safe.

Figure 39 – “How Safe Do You Feel in Shopping Centers/Business Areas/Restaurants During the Day?”



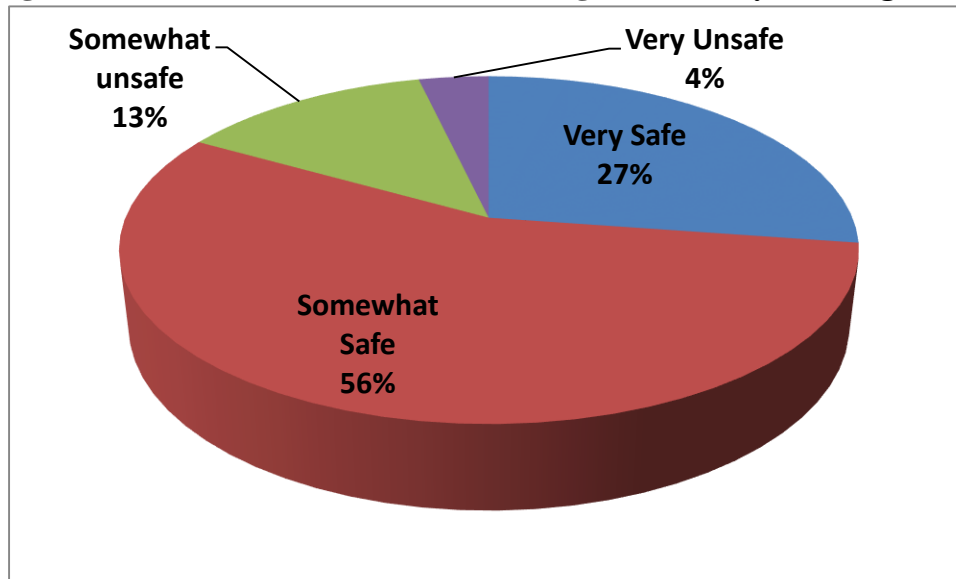
Respondents were asked, “How safe do you feel in shopping centers/business areas/restaurants at night?” As depicted in Figure 40, the change to night significantly changes the responses in comparison to the previous question with fewer respondents feeling very safe and more respondents feeling somewhat unsafe with the switch from day to night. The largest percentage of respondents feel somewhat safe (58%), followed by somewhat unsafe (20%) and then very safe (19%) and very unsafe (3%). The differences between day and night are expected as peoples’ fear of crime and fear for their personal safety is consistently higher at night.

Figure 40 – “How Safe Do You Feel in Shopping Centers/Business Areas/Restaurants at Night?”



The final question in this section asked respondents, “How safe do you feel driving on roadways in Longview?” As depicted in Figure 41, the largest percentage of respondents feel somewhat safe (56%), followed by very safe (27%) and then somewhat unsafe (13%) and very unsafe (4%) while driving in Longview.

Figure 41 – “How Safe Do You Feel Driving on Roadways in Longview?”

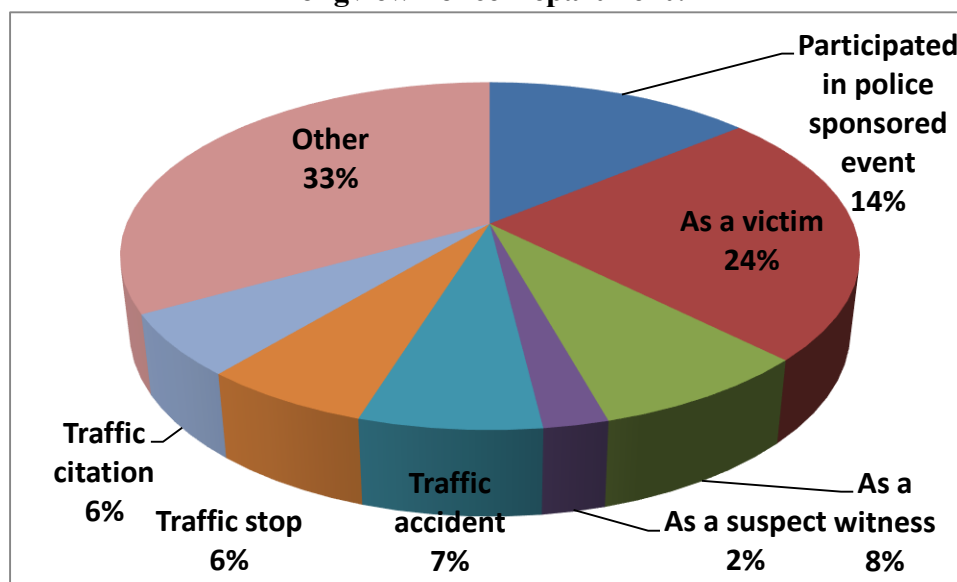


SECTION IV: CONTACT WITH THE LONGVIEW POLICE DEPARTMENT

The fourth section of the survey was designed to measure LPD performance based on the respondents who have had contact with an LPD officer in the past year. The initial screening question in this section asked, “Within the past 12 months, have you had any contact with a police officer from the Longview Police Department?” Overall, 57% of the respondents (n=227) answered affirmatively. Those who answered “no” (43%) were asked to skip the remaining questions in this section and proceed to section 5 of the survey.

The respondents who answered affirmatively were then asked, “What was the nature of your most recent contact with Longview Police Department?” The responses are presented in Figure 42. Excluding the response “other,” the largest percentage of respondents (24%) had come in contact with an LPD officer because they had been a victim of a crime. Some of the respondents were suspects also (2%).

Figure 42 – “What Was the Nature of Your Most Recent Contact with Longview Police Department?”



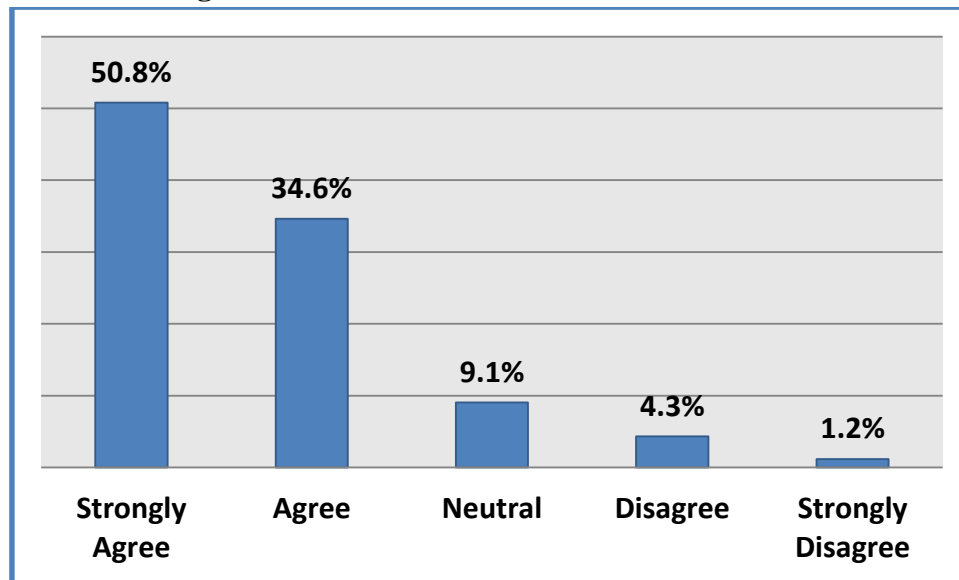
LPD Performance During Most Recent Citizen Contact

The 227 respondents who reported contact with a LPD officer during the past 12 months were asked a series of questions about the quality of the contact; once again, focusing on their most recent contact specifically.

The first question regarding LPD performance in this section of the survey asked, “LPD personnel were professional.” Overall, 85.4% of the respondents either agreed or strongly agreed with the statement while 5.5% either disagreed or strongly disagreed as depicted in Figure

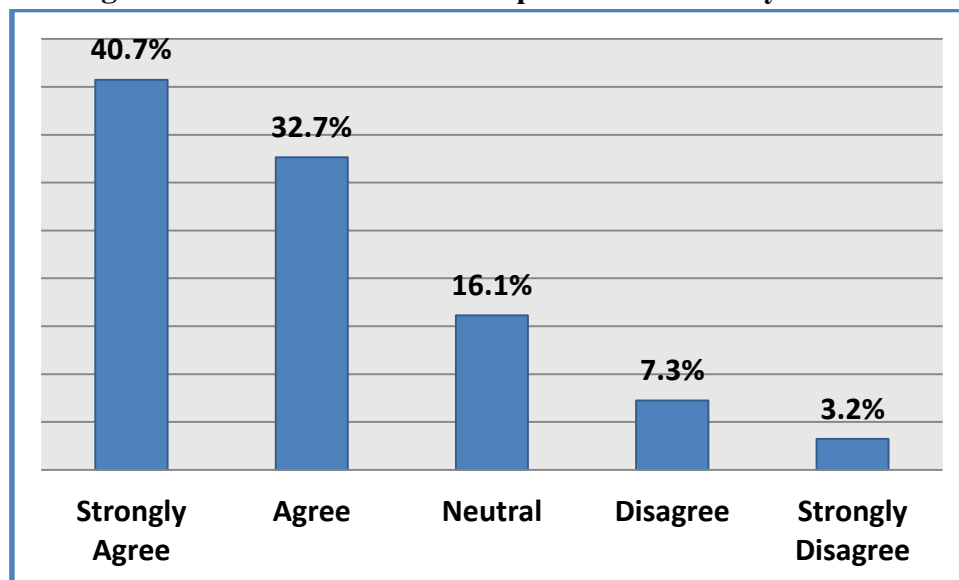
43. The significant majority of the respondents felt the LPD officer was professional during the citizen contact.

Figure 43 – “LPD Personnel were Professional”



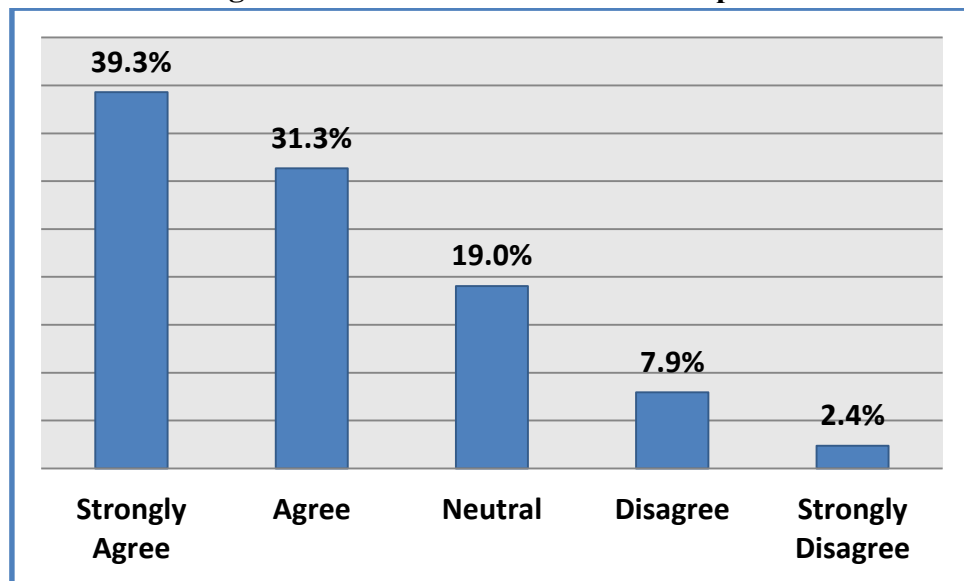
The next question regarding LPD performance in this section of the survey asked, “LPD personnel responded in a timely manner.” Overall, 73.4% of the respondents either agreed or strongly agreed with the statement while 10.5% either disagreed or strongly disagreed as depicted in Figure 44. The significant majority of the respondents felt the LPD officer responded in a timely manner.

Figure 44 – “LPD Personnel Responded in a Timely Manner”



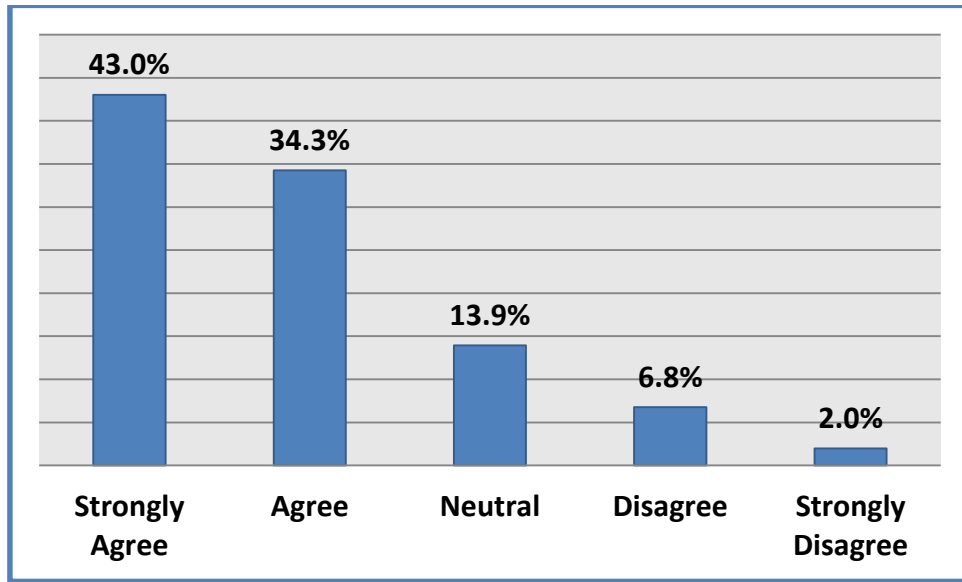
The next question regarding LPD performance in this section of the survey asked, “LPD personnel were helpful.” Overall, 70.6% of the respondents either agreed or strongly agreed with the statement while 10.3% either disagreed or strongly disagreed as depicted in Figure 45. The significant majority of the respondents felt the LPD officer was helpful during the citizen contact.

Figure 45 – “LPD Personnel were Helpful”



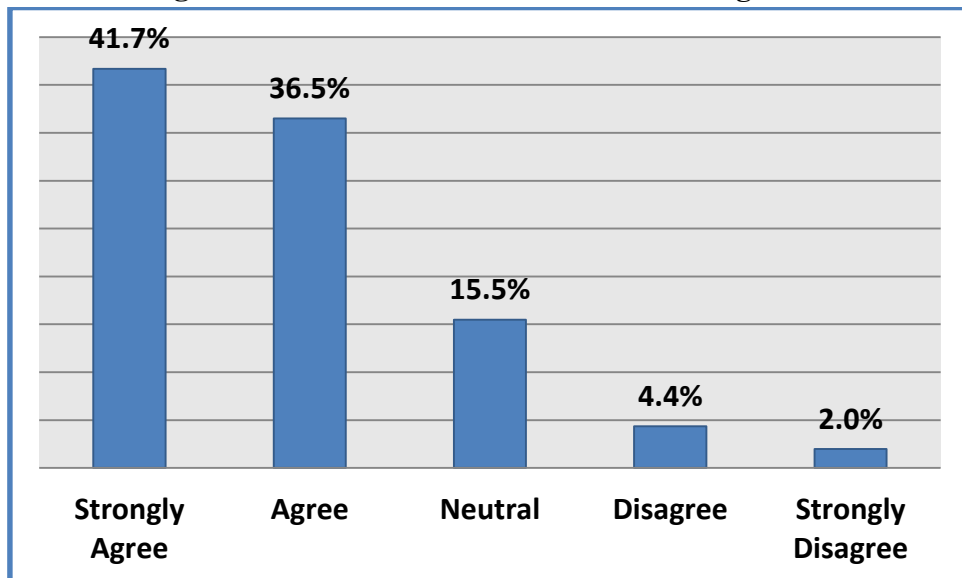
The next question regarding LPD performance in this section of the survey asked, “LPD personnel made me feel comfortable.” Overall, 77.3% of the respondents either agreed or strongly agreed with the statement while 8.8% either disagreed or strongly disagreed as depicted in Figure 46. The significant majority of the respondents felt the LPD officer made them feel comfortable during the citizen contact.

Figure 46 – “LPD Personnel made Me Feel Comfortable”



The next question regarding LPD performance in this section of the survey asked, “LPD personnel were knowledgeable.” Overall, 78.2% of the respondents either agreed or strongly agreed with the statement while 6.4% either disagreed or strongly disagreed as depicted in Figure 47. The significant majority of the respondents felt the LPD officer was knowledgeable during the citizen contact.

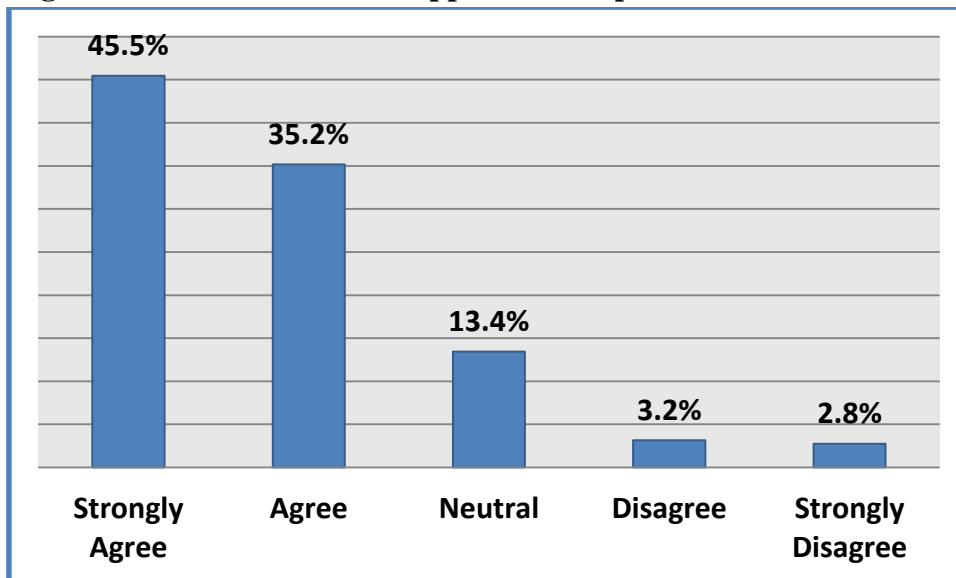
Figure 47 – “LPD Personnel were Knowledgeable”



The next question regarding LPD performance in this section of the survey asked, “LPD personnel appeared competent and well-trained.” Overall, 80.7% of the respondents either agreed or strongly agreed with the statement while 6.0% either disagreed or strongly disagreed as

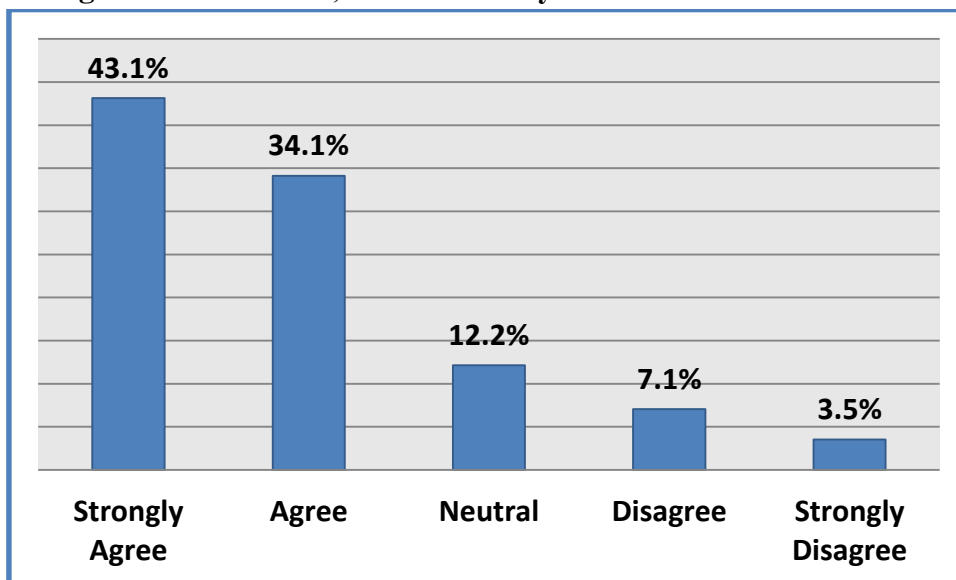
depicted in Figure 48. The significant majority of the respondents felt the LPD officer appeared competent and well-trained during the citizen contact.

Figure 48 – “LPD Personnel Appeared Competent and Well-Trained”



The last question regarding LPD performance in this section of the survey asked, “Overall, I am generally satisfied with the contact.” Overall, 77.2% of the respondents either agreed or strongly agreed with the statement while 10.6% either disagreed or strongly disagreed as depicted in Figure 49. The significant majority of the respondents were satisfied with the police/citizen contact.

Figure 49 – “Overall, I am Generally Satisfied with the Contact”



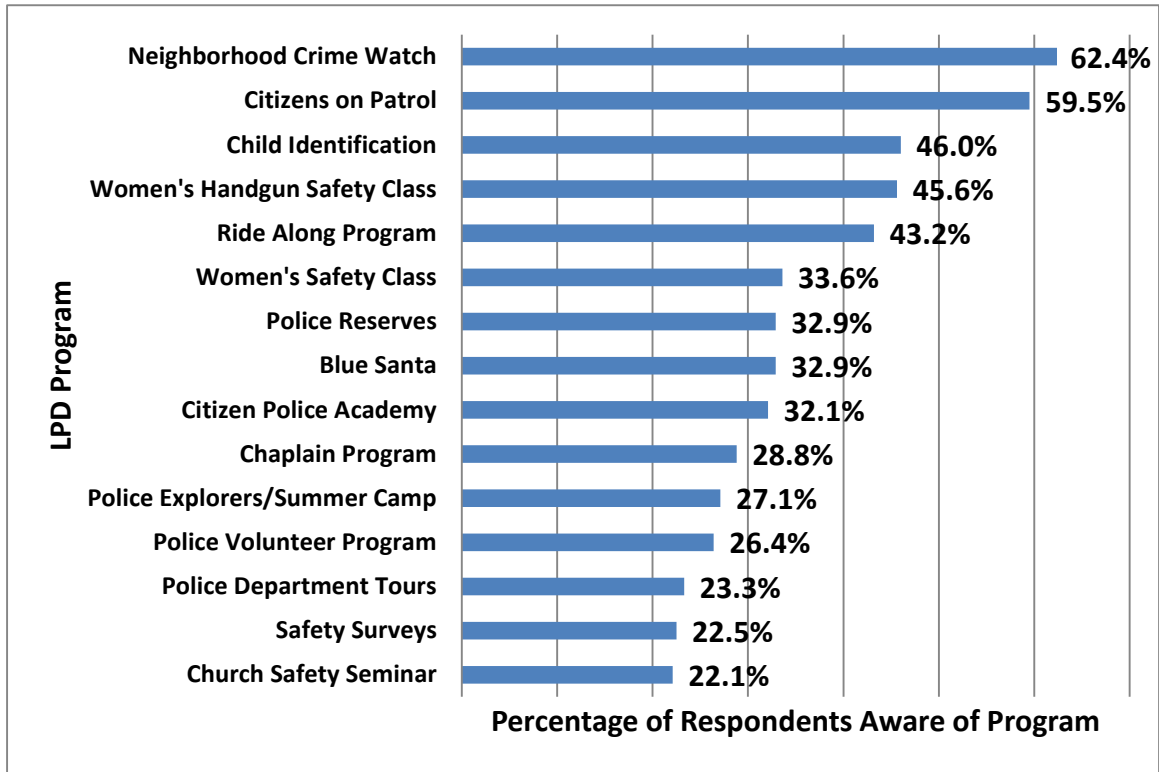
SECTION V: LONGVIEW POLICE DEPARTMENT PROGRAMS

The Longview Police Department provides several community programs and activities to Longview residents. The fifth section of the survey was designed to measure the level of awareness and participation in these programs by the survey respondents. Specifically, the questions asked about whether the respondent was aware of and/or participated in a list of 15 LPD programs and activities. In alphabetical order, the programs and activities are listed below.

- Blue Santa
- Business and Residential Safety Surveys
- Chaplain Program
- Child Identification
- Church Safety Seminar
- Citizens on Patrol
- Citizen Police Academy
- Neighborhood Crime Watch Program
- Police Department Tours
- Police Explorers and Explorer Summer Camp
- Police Reserves
- Police Volunteer Program
- Ride-Along Program
- Women's Handgun Safety Class
- Women's Safety Class

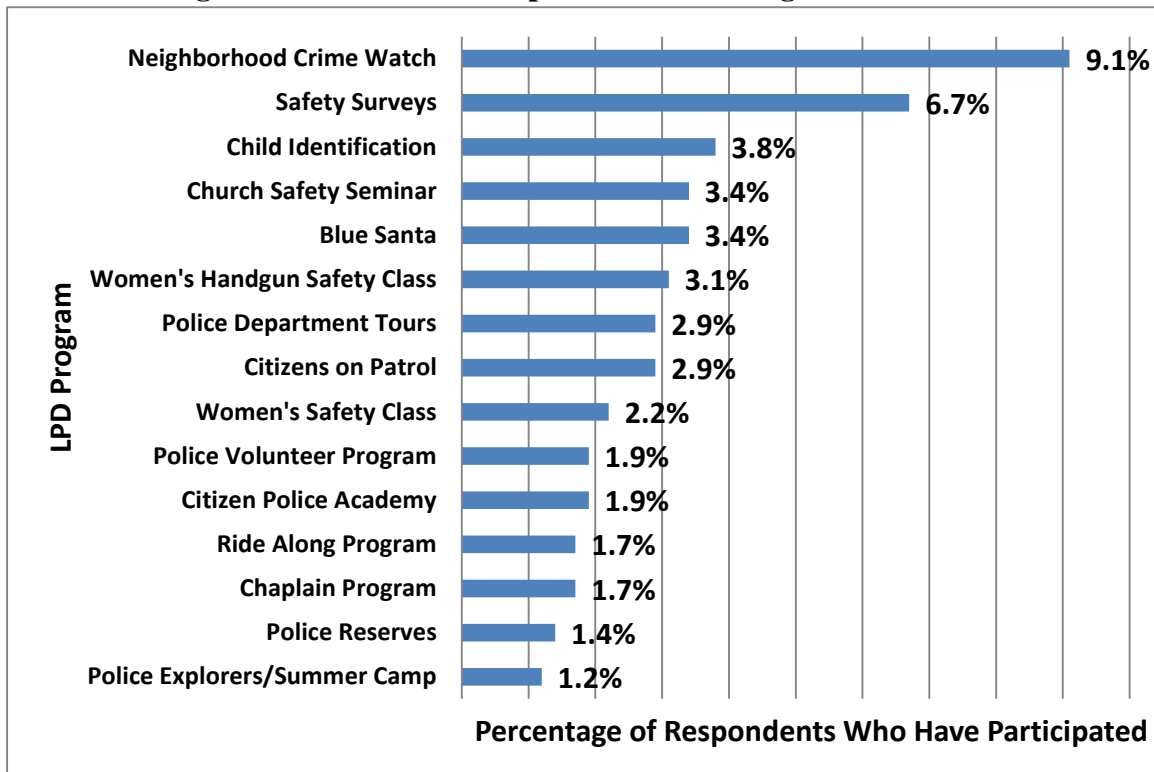
Survey respondents were asked if they are aware of each program and activity. Figure 50 presents the programs/activities and the percentage of respondents who are aware of each. The most well-known programs/activities are neighborhood crime watch (62.4% of respondents aware), citizens on patrol (59.5%), child identification (46.0%), women's handgun safety class (45.6%), and ride-along program (43.2%).

Figure 50 – Citizen Awareness of LPD Programs/Activities



Survey respondents were also asked if they had participated in each program and activity. Figure 51 presents the programs/activities and the percentage of respondents who had participated in each. Respondents are most likely to participate in neighborhood crime watch (9.1% of respondents participated), business and residential safety surveys (6.7%), child identification (3.8%), church safety seminar (3.4%), and Blue Santa (3.4%).

Figure 51 – Citizen Participation in LPD Programs/Activities



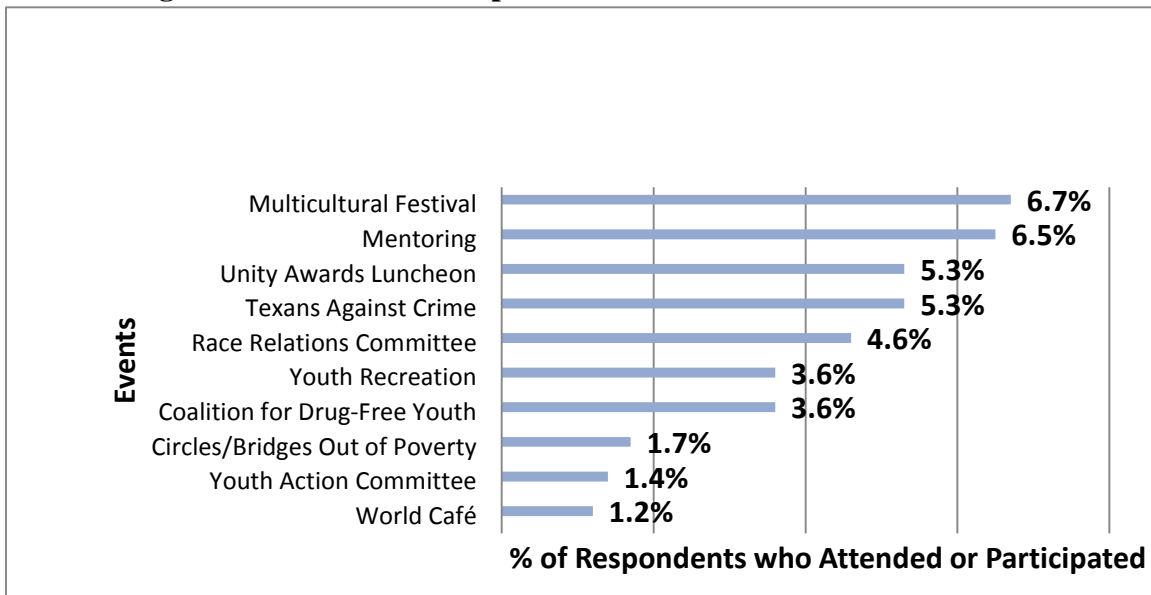
SECTION VI: PARTNERS IN PREVENTION

The sixth section of the survey was designed to measure the level of awareness and participation in Partners in Prevention events by the survey respondents. Respondents were initially asked, “Are you familiar with Partners in Prevention?” Overall, 35% of the respondents were familiar with Partners in Prevention. Of those who were familiar with Partners in Prevention, they were asked, “Have you ever attended or participated in any of the following events?” In alphabetical order, the events are listed below.

- Circles/Bridges Out of Poverty
- Coalition for Drug-Free Youth
- Mentoring
- Multicultural Festival
- Race Relations Committee
- Texans Against Crime (joint project with the Longview Police Department)
- Unity Award Luncheon
- World Café
- Youth Action Committee
- Youth Recreation

Figure 52 illustrates the percentage of respondents who had attended or participated in each of the Partners in Prevention events.

Figure 52 – Citizen Participation in Partners in Prevention Events



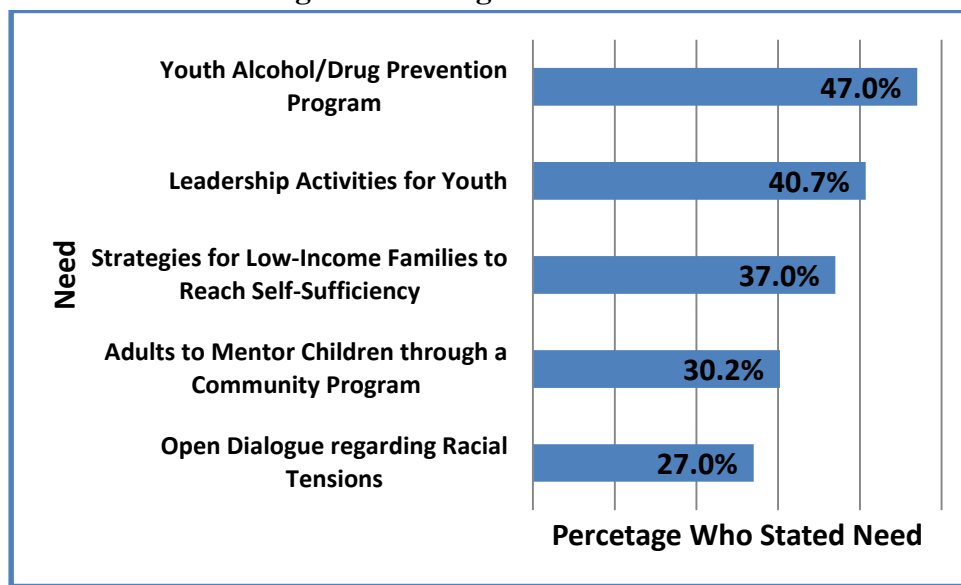
Neighborhood Needs

Respondents were asked, “In your neighborhood, do you see a need for ?” In alphabetical order, the events are listed below.

- Adults to mentor children through a community program
- Leadership activities for youth
- Open dialogue regarding racial tensions
- Strategies for low-income families to reach self-sufficiency
- Youth alcohol/drug prevention programs

Figure 53 presents the percentage of respondents who acknowledge the need for their neighborhood. The needs most frequently identified were youth alcohol/drug prevention programs (47% of respondents acknowledged need), leadership activities for youth (40.7%), and strategies for low-income families to reach self-sufficiency (37.0%).

Figure 53 – Neighborhood Needs



SECTION VII: DEMOGRAPHIC INFORMATION

The seventh, and final, section of the survey was designed to measure the demographic characteristics of the survey respondents. The tables in this section compare the demographic characteristics of the survey respondents to Longview residents based on the 2010 United States Census or American Community Survey depending on the variable assessed.

In Table 2, the gender of the respondents is compared to the gender of Longview residents overall. As depicted, there is substantial consistency in gender between respondents and Longview residents. For example, 48.1% of the survey respondents are female while 51.2% of Longview residents are female.

Table 2 – Gender of Respondents

Question - What is your gender?		
Response	Census	Survey
Female	51.2%	48.1%
Male	48.8%	50.0%

In Table 3, the race/ethnicity of the respondents is compared to the race/ethnicity of Longview residents overall. Whites are more likely to be survey respondents in comparison to their percentage representation in the City of Longview. As depicted, 82.9% of the survey respondents are white while 56.2% of Longview residents are white. The overrepresentation of whites among the respondents leads to an underrepresentation of African-Americans and Hispanics among survey respondents. For example, 8.4% of the survey respondents are African-American while 22.6% of Longview residents are African-American.

Table 3 – Race/Ethnicity of Respondents

Question - What is your race/ethnicity?		
Response	Census	Survey
African American	22.6%	8.4%
Asian	1.3%	0.7%
Hispanic	18.0%	3.1%
Native American	0.4%	1.0%
White	56.2%	82.9%

In Table 4, the average age of the respondents is compared to the average age of Longview residents overall. The average age of the survey respondents is 60 while the average age of Longview residents is 34.4. This comparison is not valid because the census average includes the age of all Longview residents, including children, while the survey respondents are all adults.

The Census does provide data on the number of residents within 5-year age ranges, but the data are categorical. An average cannot be calculated on categorical data. The mean age information is included in this section because it was asked on the survey but it has limited assessment value.

Table 4 – Age of Respondents

Question - What is your age?		
Response	Census	Survey
Average Age	34.4 yrs.	60 yrs.

In Table 5, the number of people per household for respondents is compared to the same for Longview residents overall. As depicted, there is substantial consistency in the number of people per household between respondents and Longview residents. Respondents averaged 2.3 people per household while Longview residents averaged 2.5 people per household.

Table 5 – Number of People per Household for Respondents

Question - How many persons (including yourself) live in your household?		
Response	Census	Survey
Average # persons	2.5	2.3

In Table 6, the length of residence at current address of the respondents is compared to the same for Longview residents overall. As depicted, there are disparities between survey respondents and Longview residents regarding the “less than 6 years” and “21+ years” categories. Survey respondents have a tendency to have a longer length of residence, especially in the “21+ years” category than Longview residents overall.

Table 6 – Length of Residence of Respondents

Question - How long have you lived at your current address?		
Response	Census	Survey
Less than 6 years	44.9%	28.4%
6-10 years	19.9%	16.3%
11-20 years	16.9%	17.3%
21+ years	18.3%	35.8%

In Table 7, the percentage of survey respondents who own or rent their residences is compared to Longview residents. As depicted, survey respondents are more likely to own their residence in comparison to Longview residents overall. Overall, 86.8% of the survey respondents own their residence compared to 56.5% of Longview residents.

Table 7 – Property Ownership of Respondents

Question - Do you own or rent your property?		
Response	Census	Survey
Own	56.5%	86.8%
Rent	43.5%	11.3%

In Table 8, the education level of the respondents is compared to the education level of Longview residents overall. Survey respondents are more educated than Longview residents overall. For example, 22.6% of the survey respondents have an education level beyond a bachelor's degree while 6.2% of Longview residents have the same.

Table 8 – Education Level of Respondents

Question - What is your educational level?		
Response	Census	Survey
Less than high school	17.4%	1.3%
High school	30.2%	17.3%
Some college	23.8%	23.9%
2 year degree	7.5%	12.0%
Bachelor's degree	15.0%	22.9%
Beyond bachelor's	6.2%	22.6%

In Table 9, the marital status of the respondents is compared to the marital status of Longview residents overall. Survey respondents are more likely to be married or widowed compared to Longview residents overall. As depicted, 66.4% of the survey respondents are married while 48.7% of Longview residents are married. The overrepresentation of married people among the respondents leads to an underrepresentation of people who are single in the results.

Table 9 – Marital Status of Respondents

Question - What is your marital status?		
Response	Census	Survey
Single	27.2%	8.5%
Married	48.7%	66.4%
Separated	3.2%	0.5%
Divorced	12.8%	12.2%
Widowed	8.1%	12.4%

Table 10 illustrates of percentage of the Longview population and survey respondents by beat. For example, 23.6% of the survey respondents reside in Beat 10 while 21.7% of Longview residents overall do the same. There is consistency between the percentage of residents in Beat 10, 20, 30, and 40 and the percentage of survey respondents from those beats. Inconsistencies exist in Beat 50 and 60 where survey respondents are underrepresented in comparison to their percentage representation to the general population of Longview. For example, 6.0% of the survey respondents reside in Beat 50 while 12.4% of Longview residents overall do the same.

Table 10 – Beat of Respondents and Population

Percentage of Population and Respondents by Beat			
Response	Longview	Survey	# of Respondents
Beat 10	21.7%	23.6%	98
Beat 20	20.0%	20.2%	84
Beat 30	18.6%	24.8%	103
Beat 40	15.3%	19.0%	79
Beat 50	12.4%	6.0%	25
Beat 60	12.0%	6.5%	27

What Impact Do Demographic Characteristic Differences and Response Rate Have on the Results?

Two issues need to be addressed and their impact on the results of this study discussed. The first issue is the response rate. As discussed at the beginning of this report, the response rate for the LPD Citizen Survey was 11.91%. As mentioned, general citizen surveys typically achieve a response rate between 10-15% so this study fits within the parameters expected for citizen surveys. However, an assessment of the impact of the response rate on the results needs to be completed.

Before the assessment is discussed, it is important to note that the effect of nonresponse on survey results depends on the percentage not responding (in this case, 88.09%), and the extent to which those not responding are biased (i.e., systematically different from the population). Although many people focus exclusively on the response rate as an indicator of the quality of the research, the issue isn't specifically about the response rate. Instead, the issue of the quality of the results of a research study is more critically about whether the respondents and nonrespondents are similar or different on key characteristics that are related to the research questions. If the respondents and nonrespondents are quite similar, a researcher can legitimately analyze the results of a survey even if the response rate is low (e.g., 10%).

In addition, it is more important to determine if those who did respond are a representative cross section of the sampled group than it is to have a high response rate. In other words, it is critical for the survey researcher to assess if there are significant differences between the respondents and the sample. Therefore, the quality of the results not only depends on how well the sample is a close approximation of the population, which was accomplished with the probability sampling method employed in this study, but also how well those who respond to the survey reflect the total population.

The second issue is the representativeness of the sample to the population, and thus the ability to generalize the survey results to the residents of Longview. The two foundations of sampling are representativeness and generalizability. This is particularly true when researchers utilize probability sampling methods, because a major goal of probability sampling is that the sample is representative of the larger population. Representativeness is achieved when the sample provides an accurate picture of the larger population. And if the sample represents the larger population, the results from the sample can then be used to make generalizations about the larger population, in this case, the residents of Longview. Therefore, if a sample is representative of a specific population, researchers can be confident that the results of a study generalize or apply back to the specific population from which they selected their sample.

According to prior academic research, citizen surveys involving police satisfaction have a tendency to be filled out by white, more educated, and married residents. This is exactly who was more likely to respond to the Longview PD Citizen Survey. In addition, the research literature shows that race/ethnicity impacts satisfaction with the police so the discrepancy in race/ethnicity in this study discussed in the previous section may have the biggest impact on the generalizability of the results of this study.

The assessment and comparison of demographic characteristics completed in Section VII of this report was used to assess the representativeness of the sample and the impact of nonresponse, and thus the ability to generalize the results of this study to the residents of Longview. In order to complete this assessment, a random selection of questions from each section of the survey was selected. In other words, a random selection of questions from the problem identification section of the survey was selected along with the other sections of the survey (i.e., satisfaction with LPD,

fear of crime, prior contact with LPD, LPD programs, and partners in prevention). The sample of questions was compared across all subgroups in which discrepancies existed in Section VII of this report (i.e., race/ethnicity, length of residence, property ownership, education level, and marital status). For example, the responses of married respondents were compared to the responses of single respondents on the selected questions to see if there were any significant differences in response patterns by marital status. The same type of analysis was completed for each section of the survey across the demographic variables mentioned above. No consistent statistically significant differences between subgroup responses were discovered in this analysis. Therefore, the results of this study can be generalized to the residents of Longview.

SECTION VIII: CONCLUSION

The first section of the survey was designed to measure the perceived severity of 18 crime problems in the City of Longview. The top five crime problems in the City of Longview, as identified by the survey respondents, are presented below.

- Drug Sales – 38.2% of respondents identified as “Major Problem”
- Speeding/Reckless Driving – 30.8% of respondents identified as “Major Problem”
- Drinking and Driving – 27.6% of respondents identified as “Major Problem”
- Red Light Running – 26.6% of respondents identified as “Major Problem”
- Domestic Violence – 19.9% of respondents identified as “Major Problem”

Respondents were also asked “Which of the problems listed above do you believe the police should place the highest priority on in Longview?” The problems included the same 18 crime problems covered in the first section of the survey. Respondents were asked to identify their top three priorities. Respondents were most likely to identify the following problems as one of the top three priorities for Longview PD.

- Drug Sales
- Drinking and Driving
- Speeding/Reckless Driving
- Violent Crime
- Domestic Violence

The question is different than the problem identification question initially presented. The priorities for LPD, not the severity of the problem in Longview, are identified with the question. An activity does not have to be a major problem in the city in order for citizens’ to recognize that it should be a high priority for LPD. For example, violent crime was not a highly rated problem by survey respondents. However, violent crime is a high rated priority for LPD as determined by the survey respondents.

Despite this exception, there is significant congruence between the results of the problem identification and priority identification questions. Four of the five activities most commonly identified by respondents as a major problem are also identified in the top 5 priorities for LPD: drug sales, drinking and driving, speeding/reckless driving, and family violence. According to the responses, narcotics enforcement, traffic enforcement, and violent crime investigation should be the top priorities for LPD.

The second section of the survey was designed to measure the level of satisfaction with the Longview Police Department (LPD). Specifically, the questions asked about the overall satisfaction of citizens, the quality of police services, and the level of support for several performance indicators. A significant majority of citizens are quite satisfied with LPD. Overall, 25.1% of the respondents are very satisfied, while 50.7% are satisfied. As expected, a small percentage of respondents are not satisfied with LPD; 5.2% of the respondents are dissatisfied while 3.2% are very dissatisfied with LPD. As any police agency with law enforcement responsibilities, some interactions with citizens are confrontational and coercive, so it is expected that a small percentage of respondents will not be satisfied with the services provided by LPD.

The third section of the survey was designed to measure the level of fear of crime among respondents. Specifically, the questions asked about the overall fear of crime of respondents as well as their perception of safety by location. The first question in the section asked, “How safe do you feel in the City of Longview,” with response choices of “very safe,” “somewhat safe,” “somewhat unsafe,” and “very unsafe.” Overall, 94% of the respondents feel safe (59%) or very safe (35%) in the City of Longview. A small percentage of respondents feel somewhat unsafe (5%) while an even smaller percentage feel very unsafe (1%).

The fourth section of the survey was designed to measure LPD performance based on the respondents who have had contact with an LPD officer in the past year. The initial screening question in this section asked, “Within the past 12 months, have you had any contact with a police officer from the Longview Police Department?” Overall, 57% of the respondents answered affirmatively and were asked subsequent questions about the performance of the officer. A significant majority of the respondents felt the officer was professional, helpful, knowledgeable, well-trained, made the citizen feel comfortable, and responded in a timely manner.

The Longview Police Department provides several community programs and activities to Longview residents. The fifth section of the survey was designed to measure the level of awareness and participation in these programs by the survey respondents. Specifically, the questions asked about whether the respondent was aware of and/or participated in a list of 15 LPD programs and activities. The most well-known programs/activities are:

- Neighborhood crime watch - 62.4% of respondents aware of program;
- Citizens on patrol - 59.5% of respondents aware of program;
- Child identification - 46.0% of respondents aware of program;
- Women’s handgun safety class - 45.6% of respondents aware of program;
- Ride-along program - 43.2% of respondents aware of program.

The sixth section of the survey was designed to measure the level of awareness and participation in Partners in Prevention events by the survey respondents. Respondents were initially asked, “Are you familiar with Partners in Prevention?” Overall, 35% of the respondents were familiar with Partners in Prevention. Respondents familiar with Partners in Prevention were most likely to have attended or participated in the multicultural festival, mentoring, unity awards luncheon, Texans against crime, and the race relations committee.

APPENDIX A

LONGVIEW POLICE DEPARTMENT CITIZEN SURVEY



LONGVIEW POLICE DEPARTMENT

***A Texas Police Chief's Association Foundation
Recognized Agency***



February 16, 2012

Dear Longview Resident:

On behalf of the Longview Police Department, I would like to thank you for participating in this survey. One of the goals of the department is to provide professional police services. It is not often that we can solicit direct input from a large number of citizens to help evaluate how the department is meeting this goal. Again, thank you.

Don Dinger
Chief of Police

Thank you for taking the time to participate in this research project entitled Citizen Perception of the Longview, TX Police Department (LPD). I am a Professor in the Department of Criminal Justice at the University of North Texas (UNT) and have been asked by LPD personnel to assist with the development and analysis of this survey.

It is requested that a member of your household 18 years of age or older complete this survey and return it in the enclosed business reply envelope. Your completed survey will be sent directly to my office on the UNT campus. The survey is designed to take 10-15 minutes to complete.

Participation in this study is entirely voluntary, and your submission will remain anonymous. The data will be reported in aggregate form. No individuals will be identified during this study and no foreseeable risks are involved in this study.

Note that the return of your completed survey will be considered your consent for participation in this study.

This research study has been reviewed and approved by the UNT Institutional Review Board. If you have any questions, my contact information is below. Thank you again for your time and for assisting with this important project.

Eric J. Fritsch, Ph.D.
Professor, Department of Criminal Justice, University of North Texas
(940) 565-4954 or fritsch@unt.edu

Longview Police Department Citizen Survey
302 W. Cotton Street – Longview, Texas 75606



The Longview Police Department strives to provide the best possible service to our community. Please help us assess our services and identify areas for improvement by completing the following survey. Responses will be kept confidential and will be used to help improve our policing services to the community. Thank you for taking the time to assist us.

Part 1: Problem Identification

1) Please indicate **how much of a problem** the below activities are in the City of Longview by **marking an X** across the box for each activity.

	No Problem	Minor Problem	Problem	Major Problem
a) Business Burglary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Car Theft	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Domestic/Family Violence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Drinking and Driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Drinking in Public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Drug Sales (on street or in drug houses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Gangs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Home Burglary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Identity Theft	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Law Violations in City Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Loud Music/Parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) Prostitution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) Public Drug Use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n) Red Light Running	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o) Speeding Vehicles or Reckless Driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p) Vandalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q) Vehicle Burglary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r) Violent Crime (e.g., assault, robbery)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2) Which of the problems listed above do you believe the police should place the **HIGHEST priority** on in Longview? List the top 3 priorities.

Priority # 1 _____

Priority # 2 _____

Priority # 3 _____

Part 2: Satisfaction with the Longview Police Department (LPD)

3) Please rate your **overall satisfaction** with the Longview Police Department (LPD):

- ☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very Dissatisfied

4) In your opinion, the **quality** of police services provided by the LPD is:

- ☐ Excellent ☐ Very Good ☐ Average ☐ Fair ☐ Poor

5) Please indicate with an **X** below how much you agree or disagree with the following statements.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) The Longview Police Department (LPD) solves crimes quickly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) I believe the LPD would respond quickly if I were to call them about an emergency.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) I trust the LPD.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) I trust the leadership of the LPD.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) I feel comfortable contacting the LPD.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) The LPD provides quality service to the residents of Longview.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) The LPD is concerned for my safety.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) My neighborhood is a safe place to live.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) The citizens of Longview and the LPD work together in solving problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Longview police officers are usually fair.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) In general, Longview police officers treat all citizens with respect.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l) There is sufficient police presence for me to feel safe in Longview.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m) I would like to see more police officers within Longview.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6) Thinking about **how you formed your opinions** regarding the Longview Police Department, which of the following have you used to formulate your opinions:

- a) Direct contact with an officer? ☐ Yes ☐ No
- b) Second-hand contact with an officer through family member, neighbor, or friend? ☐ Yes ☐ No
- c) Participation in police-sponsored activities (Citizen Police Academy, Citizens on Patrol, Neighborhood Watch, Crime Prevention Program, etc.)? ☐ Yes ☐ No
- d) Local television news broadcast? ☐ Yes ☐ No
- e) Local newspaper? ☐ Yes ☐ No

Part 3: Fear of Crime

7) Please respond to each question by indicating **how safe you feel** in the specified locations:

	Very Safe	Somewhat Safe	Somewhat Unsafe	Very Unsafe
a) In the City of Longview?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) In your neighborhood during the day?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) In your neighborhood at night?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) In shopping centers/business areas/restaurants during the day?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) In shopping centers/business areas/restaurants at night?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Driving on roadways in Longview?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 4: Prior Contact with the Longview Police Department (LPD)

8) Within the past 12 months, have you had **ANY contact** with a police officer from the Longview Police Department?

- ☐ Yes ☐ No (If you answer “No,” please skip to Part 5, Question #11)

9) What was the nature of your **most RECENT contact** with the Longview Police Department (LPD)?

Please mark the category that best represents your **most RECENT contact** with LPD.

- ☐ Participation in a police-sponsored event
☐ As a victim
☐ As a witness
☐ As a suspect or person of interest
☐ Traffic accident
☐ Traffic stop
☐ Traffic citation
☐ Other: _____

10) During your **most RECENT contact** with LPD:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) LPD personnel were professional.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) LPD personnel responded in a timely manner.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) LPD personnel were helpful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) LPD personnel made me feel comfortable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) LPD personnel were knowledgeable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) LPD personnel appeared competent and well-trained.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Overall, I am generally satisfied with the contact.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 5: Longview Police Department (LPD) Programs

11) Below is a list of police programs. For each program listed, mark if you are **AWARE** that this program is offered by LPD and/or if you have **PARTICIPATED** in this program offered by LPD (mark all that apply):

	Aware	Participated
a) Blue Santa	<input type="checkbox"/>	<input type="checkbox"/>
b) Business and Residential Safety Surveys	<input type="checkbox"/>	<input type="checkbox"/>
c) Chaplain Program	<input type="checkbox"/>	<input type="checkbox"/>
d) Child Identification	<input type="checkbox"/>	<input type="checkbox"/>
e) Church Safety Seminar	<input type="checkbox"/>	<input type="checkbox"/>
f) Citizens on Patrol	<input type="checkbox"/>	<input type="checkbox"/>
g) Citizen Police Academy	<input type="checkbox"/>	<input type="checkbox"/>
h) Neighborhood Crime Watch Program	<input type="checkbox"/>	<input type="checkbox"/>
i) Police Department Tours	<input type="checkbox"/>	<input type="checkbox"/>
j) Police Explorers and Explorer Summer Camp	<input type="checkbox"/>	<input type="checkbox"/>
k) Police Reserves	<input type="checkbox"/>	<input type="checkbox"/>
l) Police Volunteer Program	<input type="checkbox"/>	<input type="checkbox"/>
m) Ride-Along Program	<input type="checkbox"/>	<input type="checkbox"/>
n) Women’s Handgun Safety Class	<input type="checkbox"/>	<input type="checkbox"/>
o) Women’s Safety Class	<input type="checkbox"/>	<input type="checkbox"/>

Part 6: Partners in Prevention

12) Are you familiar with Partners in Prevention?

- ☐ Yes ☐ No (If you answer “No,” please skip to Question #14)

13) Have you ever **attended or participated** in any of the following events? (mark all that apply):

- a) Circles/Bridges Out of Poverty ☐ Yes ☐ No
b) Coalition for Drug-Free Youth ☐ Yes ☐ No
c) Mentoring ☐ Yes ☐ No
d) Multicultural Festival ☐ Yes ☐ No
e) Race Relations Committee ☐ Yes ☐ No
f) Texans Against Crime ☐ Yes ☐ No
(joint project with the Longview Police Department)
g) Unity Awards Luncheon ☐ Yes ☐ No
h) World Café ☐ Yes ☐ No
i) Youth Action Committee ☐ Yes ☐ No
j) Youth Recreation ☐ Yes ☐ No

14) In **your neighborhood**, do you see a need for:

- a) Adults to mentor children through a community program? ☐ Yes ☐ No
b) Leadership activities for youth? ☐ Yes ☐ No
c) Open dialogue regarding racial tensions? ☐ Yes ☐ No
d) Strategies for low-income families to reach self-sufficiency? ☐ Yes ☐ No
e) Youth alcohol/drug prevention programs? ☐ Yes ☐ No

15) Do you volunteer in the City of Longview? ☐ Yes ☐ No

- a) If **yes**, how many hours per month do you volunteer in the City of Longview? _____

Part 7: Demographic Information

16) To help with our analysis, please tell us about yourself:

- a) How long have you lived at your current address? _____ years
b) What is your zip code? _____
c) Do you own or rent your property? ☐ Own ☐ Rent
d) What is your gender? ☐ Male ☐ Female
e) What is your age? _____
f) What is your race/ethnicity (please check the most appropriate response)?
☐ African American ☐ Asian ☐ Hispanic ☐ Native American ☐ White ☐ Other _____
g) How many persons (including yourself) live in your household? _____
h) What is your educational level?
☐ Less than high school ☐ High school ☐ Some College ☐ 2 year degree ☐ Bachelor's degree ☐ Beyond bachelor's
i) What is your marital status?
☐ Single ☐ Married ☐ Separated ☐ Divorced ☐ Widowed

Part 8: Additional Comments

17) Do you have any additional comments regarding the Longview Police Department, this survey, or topics that were not covered?

Patrol Beat Number _____